



# TRADE NEWS

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(2)

*July 1st*

July 1, 1958

PROCTER & GAMBLE AND STERLING DRUG TO SPONSOR 'THE RESTLESS GUN'  
ON NBC-TV NETWORK DURING 1958-59 SEASON

NBC-TV's high-rated adult Western series, "The Restless Gun," starring John Payne, will be sponsored by the Procter & Gamble Company and Sterling Drug, Inc., on alternate weeks during the 1958-59 season, it was announced today by Walter D. Scott, Vice President, NBC Television Network Sales.

"The Restless Gun," televised Mondays, 8-8:30 p.m. (NYT), had its premiere on the NBC-TV Network last Fall. This story of Vint Bonner, (John Payne), an itinerant trouble-shooting cowhand in the post-Civil War West, has become one of the most popular adult Westerns in television.

The P & G order was placed through the Leo Burnett Company, Inc. The Sterling order was placed through Dancer-Fitzgerald-Sample, Inc.

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Page 10

THESE ARE THE RESULTS OF THE RESEARCH CONDUCTED BY THE  
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CITY OF MOSCOW

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# NBC COLOR TELEVISION NEWS

'HALLMARK HALL OF FAME' WILL PRESENT 'AH WILDERNESS!'

--FIRST 90-MINUTE TV PRODUCTION OF AN O'NEILL PLAY

For the first time on television a Eugene O'Neill play is to be given a 90-minute production. "Hallmark Hall of Fame" will present "Ah, Wilderness!" live and in color over the NBC-TV Network Tuesday, April 28, 1959 (9-10:30 p.m., NYT).

The announcement came today from Mildred Freed Alberg, executive producer of the Hallmark series. "All of us connected with the program have long wanted to do O'Neill," she said. "We regard him as the foremost American playwright and 'Ah, Wilderness!' as one of his most attractive plays. It is a tender chronicle of family life in the early years of the century and is filled with beguiling characters who present an interesting challenge to the actors.

"Much of the work is autobiographical, of course. It is unlike any other play to come from O'Neill's pen. When he did 'Ah, Wilderness!' he laid aside his usual tragic mask and wrote with a twinkle in his eye. O'Neill himself described the work as 'a comedy of recollection'."

Casting will not be final until the TV adaptation has been completed, Mrs. Alberg said.

The play had its Broadway premiere under the Theatre Guild banner Oct. 2, 1933, starring George M. Cohan.

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NBC-New York, 7/1/58



## BUFFALO BOB AND HOWDY DOODY OBSERVE N. Y.'S SUMMER FESTIVAL

"Buffalo Bob" Smith and his puppet pal, Howdy Doody -- headliners of "Howdy Doody" on the NBC-TV Network (Saturdays, 10-10:30 a.m., EDT) -- take time out from their TV chores on Thursday, July 17, at 10:30 a.m. to do some shopping. Howdy and BB will be the special guests on that date at the TV Guide booth in Gimbel's department store in New York.

In cooperation with the "New York Is a Summer Festival" committee and Gimbel Brothers, the booth will be open all Summer and will be visited by such NBC-TV stars as Steve Lawrence and Eydie Gorme and Jan Murray, among others. The TV stars will sign autographs and answer questions.

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## PROGRAM CHANGES FOR 'THE RESTLESS GUN'

Two changes have been made in the schedule (dated 6/5/58) of repeat presentations for "The Restless Gun" (NBC-TV Network, Mondays, 8 p.m., EDT). "Quiet City" replaces "Jody" on Aug. 4, and "Cheyenne Express" replaces "The Whip" on Aug. 25.

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NBC-New York, 7/1/58





3 STARS HEAD CAST FOR 'SUSPICION' MYSTERY, 'DEVIL MAKES THREE'

Dennis O'Keefe, James Daly and Dolores Dorn-Heft star in "The Devil Makes Three," Marc Brandel's mystery drama of a man who wants to be murdered, on "Suspicion" Monday, July 7 (NBC-TV Network, 10-11 p.m., EDT).

In this live telecast from New York, O'Keefe plays John Wycherly, a desperate gambler. He meets Robert Deniken (Daly) who proposes his own murder so that Deniken's sister, Ruth (Miss Dorn-Heft) can collect his insurance. Wycherly accepts the proposition -- the biggest gamble of his life. The cast includes Michael Higgins as insurance investigator Andrew Milne, Joseph Sullivan as the bartender and David J. Stewart as Mr. Voal. Dan Petrie is the director.

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MYSTERIOUS CALLER THREATENS DANCE HALL GIRL ON 'DECISION'

A dance hall girl's life is threatened by letters and phone calls from an unidentified strangler in a drama, "Fifty Beautiful Girls," starring Barbara Bel Geddes, on "Decision," a repeat program, Sunday, July 13 (NBC-TV Network, 10 p.m., EDT).

Marcia (Miss Bel Geddes) has police protection but fears her dance partners. Royal Dano portrays one of the girl's dance partners and Edward Andrews plays a detective.

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1. The purpose of this document is to provide information on the status of the project.

2. The project is currently in the planning stage. The following information is being provided for your information:

3. The project is being funded by the Department of Defense. The following information is being provided for your information:

4. The project is being funded by the Department of Defense. The following information is being provided for your information:

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6. The project is being funded by the Department of Defense. The following information is being provided for your information:



## TRADE NEWS

July 2, 1958

LIGGETT & MYERS WILL SPONSOR 'STEVE CANYON,' NEW ADVENTURE SERIES  
BASED ON COMIC STRIP CHARACTER, SATURDAY NIGHTS ON NBC-TV NETWORK

"Steve Canyon," a new filmed adventure series based on the popular comic-strip character created by Milton Caniff, will become a Saturday night feature on the NBC-TV Network beginning in September (9-9:30 p.m., EDT), it was announced today by Robert F. Lewine, Vice President, NBC Television Network Programs.

The program, starring Dean Fredericks as the Air Force's most famous colonel, will be sponsored by the Liggett & Myers Tobacco Company for its Chesterfield cigarettes. The Liggett & Myers order was placed through McCann-Erickson, Inc.

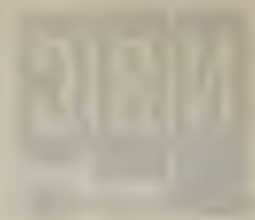
The series, produced with the cooperation of the U. S. Air Force and the aircraft industry, will take its hero on special assignments to various Air Force commands on the North American continent.

A long-time comic-strip favorite, "Steve Canyon" is syndicated in more than 600 newspapers throughout the world with a readership of more than 40,000,000.

"Steve Canyon" is a Pegasus Production, with Michael Meshekoff executive producer, David Haft producer, and Sidney Carroll script editor.

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1917

Library of the New York Public Library, Astor Lenox and Tilden Foundations

Acquired from the New York Public Library, Astor Lenox and Tilden Foundations

Gift of the New York Public Library, Astor Lenox and Tilden Foundations

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# NBC RADIO NETWORK NEWS

July 2, 1958

## HOW CONSUMERS GET BEST FOOD AT LOWEST PRICES TO BE TOLD IN CAMPAIGN OF NBC RADIO NETWORK, GROCERY MANUFACTURERS AND RETAILERS

The National Broadcasting Company's Radio Network, in cooperation with the Grocery Manufacturers of America, Inc., and the country's leading retailers, is launching an intensive campaign to inform the American public on how the food industry is bringing to consumers the best food at the lowest possible prices.

The announcement about plans to acquaint consumers with the food industry's research and produce-testing programs was made today by Matthew J. Culligan, Vice President of the NBC Radio Network.

Mr. Culligan said that arrangements with Paul S. Willis, President of the Grocery Manufacturers of America, provide for the broadcast of a special series of panel discussions by leaders in the industry. The discussions were recorded last week at the mid-year convention of the Grocery Manufacturers of America at White Sulphur Springs, Va. They will be broadcast by NBC Radio's "Monitor" Saturday and Sunday, July 12 and 13.

Following are the subjects of the panel discussions and their participants:

"The Food Industry's 'Consumer-Mindedness'" -- Frank Armour Jr., executive Vice President, H. J. Heinz Co.; J. L. Rankin, Vice President, Pillsbury Mills.

(more)

The first of the three main divisions of the work is the history of the country from the first settlement to the present time.

The second division is the history of the country from the first settlement to the present time, and the third division is the history of the country from the first settlement to the present time.

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The eighth division is the history of the country from the first settlement to the present time, and the ninth division is the history of the country from the first settlement to the present time.

The tenth division is the history of the country from the first settlement to the present time, and the eleventh division is the history of the country from the first settlement to the present time.



## 2 - Food Campaign

"Quality Control in Food Production" -- Lee S. Bickmore, Senior Vice President, National Biscuit Co.; John A. McGlinn, Vice President, Marketing, Campbell Soup Co.

"How Advertising Helps the Consumer" -- R. D. Arney, Vice President and Director in Charge of Advertising, George A. Hormel & Co.

"The Facts About Food Prices" -- Paul S. Willis, President, Grocery Manufacturers of America.

"New Products From the Development Standpoint" -- William G. Mason, Vice President, Cereal Sales and Marketing, the Quaker Oats Co.; Joseph H. Bagley, Vice President, Marketing, Gerber Products Co.

"New Products From the Research Standpoint" -- Chester R. Green, Director of Marketing, Kraft Foods Co.; Bill Burding, Vice President, Marketing, Lever Brothers Co.

"Good Eating for Better Living" -- E. V. Andreson, Vice President, Director of Grocery Product Sales, General Mills; Donald R. Thompson, Manager, Products Department, Sunkist Growers, Inc.

"Food -- The Life-Line of America" -- H. F. Krimendahl, President and Vice Chairman, Stokely-Van Camp, Inc.; Campbell Stewart, President, Certified Grocers of California.

The time schedule for these "Monitor" broadcasts will be announced soon.

(more)



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(more)

"Quality Control in Food Production" - J. E. Williams  
Vice President, National Food Control Council  
Vice President, National Food Control Council  
"How to Improve Your Food Control" - J. E. Williams  
Vice President and Director in Charge of Administration, National Food Control Council  
National Food Control Council

"The Food Control Act of 1937" - J. E. Williams

President, National Food Control Council  
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Vice President, National Food Control Council  
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"Food - The Basis of Life" - J. E. Williams  
Vice President, National Food Control Council  
Vice President, National Food Control Council  
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Vice President, National Food Control Council



### 3 - Food Campaign

As part of its continuing campaign in cooperation with grocery manufacturers and retailers, the NBC Radio Network is currently sponsoring a five-week promotion, "Summertime Is Outdoor Eating Time," to provide food retailers with support for their own merchandising plans. Scheduled for the Fall is another campaign, "Good Eating for Better Living." In each of these promotions, the 200 affiliated stations of the NBC Radio Network support the network's activity by cooperating with local stores and providing window streamers, publicity releases and editorial material for on-the-air use.

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NBC-New York, 7/2/58

As part of the continuing campaign to document the

history of the American and Canadian, the New Radio Network, the

national network of radio stations, "American Radio in

History," to provide the public with information on their own

radio history, the network for the fall is another milestone

in the history of the network. In the fall of 1990, the

200 affiliated stations of the New Radio Network support the network's

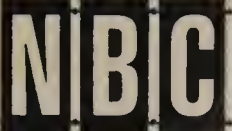
activity by participating with local radio and providing information

on the history of the network and the network's

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## FEATURE

### REPORT CARD: SPRING SEMESTER, NBC EDUCATIONAL TV PROJECT

Aaron Copland, the eminent American composer, advocated "peaceful coexistence" between jazz and classical music...Willie "The Lion" Smith, backed by an all-star jazz combination, played his rag-time piano...Harold Stassen spoke his mind about U. S. - Soviet relations...Charles Van Doren brought on-camera leading research scientists and research-minded high school students.

These were but a few of the memorable episodes of the NBC Educational Television Project's recently completed 13-week Spring semester. Fifty-two telecasts -- 39 of them live -- were sent out to the country's interconnected educational TV stations over NBC's regular network facilities. Thirty-one educational TV stations have carried some or all of the Project's four regular weekly series. Fifty-eight NBC affiliated stations have been carrying some or all on delayed basis by kinescope.

The four program series were presented in partnership with the Educational Television and Radio Center at Ann Arbor, Mich. "Decision for Research," with Van Doren as weekly host, was intended to interest young people in careers in medical and scientific research. "Briefing Session" was a study of the nation's foreign policy. "The Subject Is Jazz" provided the first live TV series devoted to jazz. "Report from America," the single filmed series, explored various aspects of life in the U. S. The Peabody Award-winning Project, launched in 1957, brought into being the first countrywide live programming ever to be produced expressly for educational TV stations.

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NBC-New York, 7/2/58





'CANADA AND THE U. S.' IS THEME FOR 'COMMENT'

On the eve of President Eisenhower's visit to Canada July 8-11, "Comment" returns to the air after a three-week hiatus with "Canada and the United States" as its theme, originating in Ottawa, Sunday, July 6 (NBC-TV Network, 5:30-6 p.m., EDT).

NBC News' White House correspondent Ray Scherer will outline United States interest in Canada and the reasons for the President's visit. James M. Minifie, Washington correspondent for the Canadian Broadcasting Corporation, will discuss diplomacy among friends. Canadian author and journalist Willson Woodside will comment on Canada's new nationalism, and the Ottawa editor of "The Financial Post," Michael Barkway, will forecast Canada's economic future.

NBC-New York, 7/2/58





## FEATURE

July 2, 1958

### 'TODAY' MOVES INTO ITS NEW HOME JULY 7

Dave Garroway's "Today" show steps into a new era on Monday, July 7, as the cast and crew take their places in enlarged, new quarters -- Studio 3-K of the RCA Building in New York.

For 3-K, one of the most modern studios in New York, represents the NBC-TV Network's objective that the early morning "television journal" not only should have the newest in studio settings but also greater scope and flexibility for programming than ever before.

Despite sentimental attachment to the wide-windowed showcase studio in the RCA Exhibition Hall on 49th Street -- which the show had occupied for over six years -- the cast and crew will now be working in an area four and one-half times larger than heretofore. This will include a larger and more complete news section with expanded facilities for bringing additional direct lines from NBC News' national and foreign correspondents. This, in addition to "Today's" already stepped-up news handling, guarantees up-to-the-second coverage throughout the program.

The enlarged work area permits the use of special electronic and other technical effects that are only available in a television studio. Specifically, the program would like to draw from Dave Garroway's early TV experience in with his highly creative and successful Chicago show, "Garroway at Large," to give freshness to "Today" features.

(more)





Also, on the technical side, the program can now use -- for example -- rear-screen projection to provide scenic, animated and other background effects to heighten program interest. There will also be room to have -- with various production props and special lighting effects -- more elaborate staging in the entertainment segments of the show.

In addition, Studio 3-K now makes it possible to more fully satisfy the individual needs of "Today" sponsors. With improved lighting, more camera space and the immediate accessibility of the latest technical advances in television, the emphasis will be placed on live commercials with ample area for their presentation.

("Today" is telecast on the NBC-TV Network, Monday through Friday, 7-10 a.m., EDT, except WRCA-TV; on WRCA-TV, 7-9 a.m., EDT.)

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NBC-New York, 7/2/58



## BIG MAIL RESPONSE TO "HOWDY DOODY" SERIES' "SECRET 7" CONTEST

Howdy Doody announced the details of his "Secret 7" contest on the "Howdy Doody" telecast of Saturday, June 28. Just three mail days later, well over 100,000 entrants for the first week's contest were received.

The contest will run for seven weeks of the Summer, with seven winners announced each week, beginning July 12.

Each week on "Howdy Doody" (NBC-TV Network, Saturdays, 10-10:30 a.m., EDT) one member of the Doodyville gang will have the number "7" written somewhere on his body. Contestants must print the name of the character on a post card with their own name and address and send it to: Howdy Doody, Box 345, Radio City Station, New York 19, N. Y.

The sender of each card picked from a large drum will receive a new bicycle as well as other prizes.

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### DENNIS JAMES TO BE GUEST EMCEE OF 'TREASURE HUNT'

Dennis James will be celebrating his 20th year in television when he takes over as emcee of "Treasure Hunt" Monday, July 7 for a week while Jan Murray is on vacation. "Treasure Hunt" is telecast on the NBC-TV Network Monday through Friday, 10:30 a.m., EDT.

James, a TV pioneer, first appeared on an experimental station back in 1938. Since then he has compiled an impressive list of TV credits as an announcer and emcee and as a wrestling and fight commentator.

Mel Allen will be guest emcee during the third week of Murray's vacation, July 14-18.

-----O-----NBC-New York, 7/2/58







## TRADE NEWS

July 3, 1958

KRAFT FOODS AND SEALTEST WILL SPONSOR 'BAT MASTERSON,'

NEW AUTHENTIC WESTERN SERIES ON NBC-TV NETWORK

"Bat Masterson," a new authentic Western series on the life of the famous U. S. marshal, Indian scout and gunfighter, will premiere on the NBC-TV Network Wednesday, Oct. 8 (9:30-10 p.m., NYT), it was announced today by Robert F. Lewine, Vice President, NBC Television Network Programs.

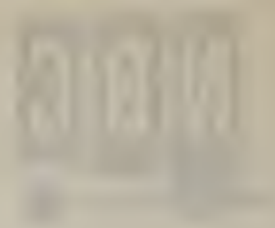
The filmed series, starring Gene Barry in the title role, will be sponsored jointly by the Kraft Foods division and the Sealtest division of National Dairy Products Corporation. The agency for Kraft is the J. Walter Thompson Co., and the agency for Sealtest is N. W. Ayer & Son, Inc.

"Bat Masterson" is based on the biography by Richard O'Connor, author of "The Guns of Chickamauga" and "Company Q." The series will be produced jointly by Frank Pittman and Andy White. Directors will include Walter Doniger, writer-director for the "Cheyenne" series on another network.

"Bat Masterson" will be produced, filmed and packaged for NBC-TV by Ziv Productions.

A live variety series, starring Milton Berle and sponsored by Kraft Foods, will be colorcast in the first half hour of the one-hour (9-10 p.m., NYT) time period now occupied by "Kraft Mystery Theatre."

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THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION

1215 FIFTH AVENUE, NEW YORK, N. Y.

The following is a list of the books in the collection of the New York Public Library, Astor Lenox Tilden Foundation, which are now in the possession of the Library. The books are arranged in alphabetical order of the author's name.

The first volume, "The History of the United States," is a comprehensive work by John Adams. It covers the history of the United States from its founding to the present day. The second volume, "The Constitution of the United States," is a detailed study of the Constitution by James Madison. The third volume, "The Federalist Papers," is a collection of essays by James Madison, Alexander Hamilton, and John Jay, which discuss the merits of the proposed Constitution.

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THE NEW YORK PUBLIC LIBRARY



# NBC RADIO NETWORK NEWS

July 3, 1958

NBC RADIO'S "FIVE STAR MATINEE" SIGNS JOAN BENNETT, MACDONALD CAREY, TERESA WRIGHT, KEENAN WYNN AND CELESTE HOLM TO HEAD DRAMATIC CASTS

Five of the top performers in showbusiness will head the cast of "Five Star Matinee" on a rotating basis, starting Monday, July 21, Jerry A. Danzig, Vice President for NBC Radio Network Programs, announced today. Signed are Joan Bennett, Macdonald Carey, Teresa Wright, Keenan Wynn and Celeste Holm.

Mr. Danzig said this popular dramatic program on NBC Radio Monday through Friday (3:05 p.m., EDT) will present a complete story in five parts each week, instead of a separate story daily as the present format calls for. Miss Holm will star in the first five-part drama, "Letter of Recommendation." Miss Bennett will have the leading role in the following week's play. After five weeks, the same five stars will return in another cycle of dramas.

"From the point of view of name stars, this will be the most important daytime dramatic series ever done in radio," said Norman S. Livingston, Director of NBC Radio Network Programs. "It's a lineup which compares favorably with programs on nighttime radio as it was in its heyday in the '40s."

Himan Brown, producer and director of "Five Star Matinee," said the series will use original scripts by experienced authors, each five-part story presenting a realistic view of contemporary American life.



AMERICAN TOBACCO (FOR LUCKY STRIKE CIGARETTES) RENEWS

"BOB AND RAY" SEGMENTS ON NBC RADIO'S "MONITOR"

The American Tobacco Company has renewed sponsorship by Lucky Strike Cigarettes of "Bob and Ray" on NBC Radio Network's "Monitor" for 13 weeks, starting Aug. 14, William K. McDaniel, Vice President in charge of NBC Radio Network Sales, announced today.

The campaign of 10 "Bob and Ray" segments a weekend began May 15. Batten, Barton, Durstine and Osborn, Inc., the agency for Lucky Strike Cigarettes, worked closely with NBC to develop the material used in the vignettes and to integrate into the commercials the original and distinctive approach which the comedy team of Bob Elliot and Ray Goulding has brought to radio.

NBC-New York, 7/3/58



AMERICAN TOBACCO (FOR LUCKY STRIKE CIGARETTES) REMOVED

"BOB AND RAY" SEGMENTS ON THE RADIO'S "MONITOR"

The American Tobacco Company has renewed sponsorship of the "Bob and Ray" radio show on the Radio Network's "Monitor" for 12 weeks, starting Oct. 11. William A. Mohrman, vice president in charge of NBC Radio Network sales, announced today.

The campaign of 12 "Bob and Ray" segments a week and Radio Net. 12. Station, Boston, Milwaukee and Chicago.

The, the agency for Lucky Strike Cigarettes, worked closely with NBC to develop the material used in the vignettes and to integrate into the commercials the original and distinctive approach which the comedy team of Bob Elliot and Ray Goulding has brought to radio.

New York, N.Y. 10017





# TELEVISION NEWS

June 3, 1958

CHET HUNTLEY WILL INTERVIEW FIRST U. S. EDUCATORS PERMITTED  
INSIDE RUSSIAN INSTITUTIONS OF HIGHER LEARNING

- - -

NBC News Program to Be Filmed in Paris for Telecast July 18

Three distinguished American educators -- the first official observers permitted inside Russian institutions of higher learning -- will be interviewed in Paris, immediately after their arrival from Moscow, by Chet Huntley for a special NBC News telecast Friday, July 18 (NBC-TV Network, 7:30-8 p.m., EDT).

The educators, part of a group of eight university presidents surveying the Russian educational system from June 27-July 11, will be interviewed July 12 by Huntley, who will fly to Paris for the filming. The three educators are Dr. Edward H. Litchfield, chancellor of the University of Pittsburgh and chairman of the touring group; Dr. Deane W. Malott, president of Cornell University; and Dr. Frank Sparks, president of the Council for Financial Aid to Education.

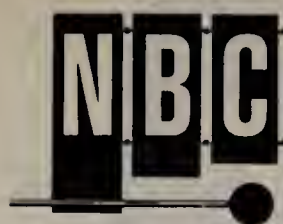
The special telecast will be produced by the "Outlook" unit of NBC News. Director Jack Sughrue and News Editor Eliot Frankel will precede Huntley to Paris.

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1934

RECEIVED BY THE DIRECTOR OF THE BUREAU OF REVENUE  
JAN 10 1934

THE DIRECTOR OF THE BUREAU OF REVENUE  
WASHINGTON, D. C.  
JAN 10 1934  
TO THE DIRECTOR OF THE BUREAU OF REVENUE  
FROM THE DIRECTOR OF THE BUREAU OF REVENUE  
SUBJECT: [illegible]  
[The following text is extremely faint and largely illegible due to the quality of the scan. It appears to be a memorandum or report detailing various matters related to the Bureau of Revenue.]



# TELEVISION NEWS

July 3, 1958

'FRONTIERS OF FAITH' TO PRESENT TWO HALF-HOUR PROGRAMS  
ON HISTORICAL DEVELOPMENT OF THE HOLY LAND

- - -

Filming in Israel to Be Under Auspices of NBC and Jewish Seminary

Production of two half-hour films illustrating the historical development of the Holy Land will begin next week in Israel under joint auspices of the National Broadcasting Company and the Jewish Theological Seminary of America. The films are scheduled for the NBC-TV Network religious program, "Frontiers of Faith," toward the end of the year as NBC Public Affairs presentations.

Morton Wishengrad, author of the recent Broadway play, "The Rope Dancers," and one of the featured writers of "The Eternal Light" on the NBC Radio Network, is writing the scripts. He recently completed an extensive tour of Israel.

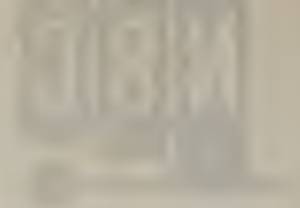
The NBC staff now on location is made up of Doris Ann, the producer; Martin Hoade, the director, and a camera crew headed by Joe Vidala. Dr. Bernard Mandelbaum of the Seminary is there as consultant.

The general title of the films will be "The Holy Land." The first will be subtitled "The People of the Book," the second "The Land of the Book." Both will draw upon archeological findings as well as the contemporary scene. Following the TV premiere, the films will be shown in motion picture theatres and made available to educational and religious groups.

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Note to Editors: The NBC Daily News Report will not be published Friday, July 4. Publication will resume Monday, July 7.





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# NBC COLOR TELEVISION NEWS

## NBC-TV NETWORK COLOR TELECAST SCHEDULE

JULY 13 -- JULY 19

(All Times EDT)

### Sunday, July 13

7-7:30 p.m. -- NOAH'S ARK -- "The Displaced Deer."

8-9 p.m. -- STEVE ALLEN PRESENTS STEVE LAWRENCE AND EYDIE GORME --

With guests Jackie Cooper, Margaret O'Brien, Salvatore Baccaloni, and Shari Lewis.

9-10 p.m. -- CHEVY SHOW -- Starring Janet Blair, John Raitt, Edie Adams, with Stan Freberg and guest star Dorothy Kirsten.

### Monday, July 14

12:30-1 p.m. -- IT COULD BE YOU.

2:30-3 p.m. -- HAGGIS BAGGIS.

7:30-8 p.m. -- HAGGIS BAGGIS.

### Tuesday, July 15

12:30-1 p.m. -- IT COULD BE YOU.

2:30-3 p.m. -- HAGGIS BAGGIS.

### Wednesday, July 16

12:30-1 p.m. -- IT COULD BE YOU.

2:30-3 p.m. -- HAGGIS BAGGIS.

(more)



2 - NBC-TV Network Color Telecast Schedule

Wednesday, July 16 (continued)

9-10 p.m. -- KRAFT MYSTERY THEATRE -- "The Man Who Didn't Fly," by Margo Bennet, adapted for television by Jerome Coppersmith. One of three men who have bought reservations on a plane does not take the flight. When the plane crashes, police try to discover the identity of the man and why he did not board the plane.

Thursday, July 17

12:30-1 p.m. -- IT COULD BE YOU.  
2:30-3 p.m. -- HAGGIS BAGGIS.  
7:30-8 p.m. -- TIC TAC DOUGH.  
10-10:30 p.m. -- THE PRICE IS RIGHT.

Friday, July 18

12:30-1 p.m. -- IT COULD BE YOU.  
2:30-3 p.m. -- HAGGIS BAGGIS.  
7:30-8 p.m. -- BIG GAME.

Saturday, July 19

8-9 p.m. -- THE BOB CROSBY SHOW -- Starring Bob Crosby with Gretchen Wyler and guests Georgia Gibbs and Jimmie Rodgers.

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NBC-New York, 7/3/58

WATER RESOURCES DIVISION

1. The purpose of this study is to determine the water resources of the area. The study was conducted by the Bureau of Land Management, U.S. Department of the Interior. The study was conducted in the year 1964. The study was conducted by the Bureau of Land Management, U.S. Department of the Interior. The study was conducted in the year 1964.

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11. The study was conducted by the Bureau of Land Management, U.S. Department of the Interior.



NEW ASSIGNMENTS ANNOUNCED FOR 3 NBC NEWS CORRESPONDENTS

Three new correspondent assignments -- in Rome, Paris and New York -- were announced today by William R. McAndrew, Vice President, NBC News.

Joseph Michaels, formerly a reporter on the NBC-TV Network's "Today" show, will become Rome correspondent Aug. 1. Edwin Newman, now in Rome, will remain there through Aug. 15 to familiarize Michaels with news coverage in the Italian capital, before becoming NBC News' Paris correspondent.

Leif Eid will stay in Paris through Sept. 1, then take a two-month trip through Europe, returning to the United States Nov. 1. His new assignment will be as NBC News' correspondent in Washington, where he will be heard regularly on the hourly newscasts.

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CHARLES VAN DORENS HAVE A BABY DAUGHTER

Charles Van Doren, \$129,000 quiz winner on NBC-TV Network's "Twenty-One" program last year, today was ready with answers to questions concerning his new baby daughter. Such as:

Name?: Elizabeth Van Doren. When?: Wednesday, July 2, at 3 p.m., EDT. Weight?: Six pounds, 14½ ounces. Where?: French Hospital, New York City. How's Mother and Baby?: Mrs. Van Doren, the former Geraldine Ann Bernstein, and Elizabeth are doing fine.

(So is Daddy. He is now an educational and public affairs consultant to NBC, in addition to continuing as a Columbia University English instructor.)

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NBC-New York, 7/3/58

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## PRINCESS MARGARET'S ARRIVAL IN CANADA ON NBC-TV

NBC News will present a special live telecast of the arrival of England's Princess Margaret in Victoria, British Columbia, for the start of her month-long Canadian visit. The telecast -- in cooperation with the Canadian Broadcasting Corporation -- will be presented over the NBC-TV Network, Saturday, July 12, from 1 to 1:30 p.m., EDT.

## 'TURNING POINT' SUMMER SCHEDULE COMPLETED

Additional filmed repeat presentations have been scheduled on "Turning Point" beginning July 26 (NBC-TV Network, Saturdays, 9:30 p.m., EDT). They are:

July 26 -- "Pride of a Man" starring Howard Duff.

Aug. 2 -- "The Elevator" starring Linda Darnell and John Baragrey.

Aug. 9 -- "Reasonable Doubt" starring Hugh Marlowe and Mark Stevens.

Aug. 16 -- "He came for the Money" starring Ruth Roman.

Aug. 23 -- "Man on the Outside" starring Lloyd Bridges and Monica Lewis.

Aug. 30 -- "Killer on Horseback" starring Rod Cameron.

Sept. 6 -- "One Way Out" starring Stephen McNally and Vanessa Brown.

Sept. 13 -- "Hand of the Enemy" starring Kevin McCarthy.

Sept. 20 -- "For Better, for Worse" starring Bette Davis.

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NBC-New York, 7/3/58







## TRADE NEWS

July 7, 1958

AN INDUSTRY "FIRST"--ELECTRONIC FILM SYNDICATION--STARTS AT NBC-TV;  
TAPING OF "NBC NEWS" SEGMENTS FOR AFFILIATES' SHOWS NOW PERMITTED

A television "first" -- electronic film syndication -- is taking place each day on "NBC News -- The Huntley-Brinkley Report."

Participating stations now may tape or kinescope all filmed portions of the show direct from the NBC-TV Network circuit for later use on their local news programs. Formerly, syndication consisted of mailing the film air express to each station, with a resulting loss of time -- a vital factor in the news operation.

WDSU in New Orleans is the first station to take part in the electronic syndication plan with another NBC-TV Network affiliate -- KDYL in Salt Lake City, Utah -- scheduled to start Sept. 1.

An extension of the plan is being developed, whereby stations may -- on special occasions -- also tape or kinescope some live portions of the Huntley-Brinkley commentary.

("NBC News -- The Huntley-Brinkley Report" is presented Mondays through Fridays over the NBC-TV Network from 6:45-7 p.m., EDT).



1911, 1912

THESE ARE THE ONLY TWO MODELS OF THE "WILSON" TYPE  
 WHICH ARE NOW IN THE MARKET FOR SALE.

It is a mistake to think that the "Wilson" is a

cheap piano. It is a piano of the highest quality.

Wilson.

The "Wilson" is a piano of the highest quality.

It is a piano of the highest quality.

It is a piano of the highest quality.

It is a piano of the highest quality.

It is a piano of the highest quality.

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Wilson.

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Wilson.

'TODAY' HIES TO MINNEAPOLIS FOR 3-DAY MINNESOTA SALUTE

Minneapolis will be the origination point for Dave Garroway's "Today" show from Monday, July 21 through Wednesday, July 23, to cover the story of two significant Minnesota events -- the Statehood Centennial and the Minneapolis Aquatennial.

"Today" will tell the story of the first century in the growth of the "North Star State," as well as describe its culture, natural resources, social progress and scientific advancements.

Garroway and his featured performers -- newsman Frank Blair, sportscaster Jack Lescoulie, and women's editor Helen O'Connell -- will open the show on Monday, July 21 at the State Capitol grounds. There will also be various live pickups from the Lake of the Isles in Minneapolis for Aquatennial activities.

On Tuesday, July 22, the show moves to Lake Calhoun, and on Wednesday, July 23, to the University of Minnesota main campus. Live portions of the show will be augmented by special films about Minnesota and its principal cities, researched and filmed by "Today" reporter Paul Cunningham and cameraman Earl Crotchett. Film stories include "The Story of Minnesota," "Minnesota Vacationland," "Twin Cities' Profile," and "The Duluth Story."

("Today" is telecast over the NBC-TV Network, Monday through Friday, 7-10 a.m., EDT, except WRCA-TV; on WRCA-TV, 7-9 a.m., EDT.)

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NBC-New York, 7/7/58





July 7, 1958

'COMMENT' VISITS ALASKA FOR PROGRAM ON 'STATEHOOD'

NBC News Correspondent Martin Agronsky, cameraman Brad Kress and soundman Ronald Willoner have flown to Alaska to film a 30-minute "Comment" program on "The Meaning of Statehood."

The program, to be telecast over the NBC-TV Network Sunday, July 13 (5:30-6 p.m., EDT), will offer comments on their newly-acquired statehood by Alaska editors and citizens.

OLIVIA DE HAVILLAND TO BE GUEST ON 'YOUTH WANTS TO KNOW'

Olivia de Havilland, Hollywood star who has spent much of her time in recent years in France, will be the guest on "Youth Wants to Know" Sunday, July 13 (NBC-TV Network, 4:30-5 p.m., EDT; NBC Radio as part of "Monitor," 10:30-11 p.m., EDT).

Miss de Havilland's most recent picture, "The Proud Rebel," had just premiered. She will be questioned by teenagers from the Washington, D. C. area. Steve McCormick will moderate the program, which is a Public Affairs presentation of NBC News.

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Friday, July 11, 1958

ROBERT W. SARNOFF ELECTED NBC BOARD CHAIRMAN;  
ROBERT E. KINTNER SUCCEEDS HIM AS NBC PRESIDENT

Robert W. Sarnoff was elected today Chairman of the Board and chief executive officer of the National Broadcasting Company by the NBC Board of Directors.

Mr. Sarnoff, who has served as president and chief executive officer since December 7, 1955, announced that Robert E. Kintner, Executive Vice President, Television Network, had been elected President of NBC and would report to him.

"The broadcasting business is one of continually increasing scope and complexity," Mr. Sarnoff said. "This growth pattern carries with it a wide new range of managerial responsibilities, and we are fortunate to have in Bob Kintner an executive with a breadth and depth of experience possessed by few in broadcasting. As head of the television network, he demonstrated outstanding administrative, sales and programming abilities. In his new position, he will be able to exercise those abilities over a broader range of the company's activities. He has already achieved much for NBC and I am confident that as president he will achieve even more."

(more)



Standard Reference Material

Standard Reference Material 1000

Standard Reference Material 1000 is a highly purified, isotopically enriched, and chemically stable material. It is used for the calibration of mass spectrometers and for the determination of the atomic weights of the elements.

The material is supplied in the form of a solid, and is characterized by its high purity and stability. It is used for the calibration of mass spectrometers and for the determination of the atomic weights of the elements.

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In addition to Mr. Kintner, David C. Adams, Executive Vice President for Corporate Relations, and Kenneth W. Bilby, Executive Vice President for Public Relations, will report to the NBC Chairman. The heads of other major company activities will report to Mr. Kintner.

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NBC-New York, 7/11/58





# BIOGRAPHY

ROBERT W. SARNOFF

Chairman of the Board of the National Broadcasting Company

Robert William Sarnoff, Chairman of the Board of the National Broadcasting Company and its chief executive officer, brings to his position a solid groundwork of experience in all major phases of the business.

He joined NBC January 1, 1948, as an account executive in the Sales Department and moved up through the various divisions of the Company, contributing to both the programming and business activities.

He was elected a Vice President of NBC in June, 1951; Executive Vice President on December 4, 1953; President on December 7, 1955, and Chairman of the Board and chief executive officer on July 11, 1958.

Under his leadership as President, all divisions of NBC made many significant advances. The NBC Television Network, by re-programming almost 60 per cent of its schedule, brought about the greatest audience shift in television history to capture the No. 1 position in competitive audience areas in the Spring of 1958. The NBC Radio Network was completely revitalized with new programming and sales patterns, including hourly news broadcasts, to regain commercial leadership in the business. NBC further expanded color television as a major broadcast service; the first network service providing live programming to the nation's educational television stations was

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REPORT OF THE

COMMISSIONER OF THE BUREAU OF LAND MANAGEMENT

TO THE SECRETARY OF THE INTERIOR  
DEPARTMENT OF THE INTERIOR  
WASHINGTON, D. C.

THE SECRETARY OF THE INTERIOR  
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DEPARTMENT OF THE INTERIOR  
WASHINGTON, D. C.



established; an International Division was created to extend NBC services abroad; programming of TV Specials, first launched by NBC, was further expanded, and the NBC executive structure was streamlined and strengthened with youthful executives of tested experience.

Soon after joining NBC in 1948, Mr. Sarnoff was named assistant to the National Program Director of the Television Network in November of that year. The next step was his promotion to Television Production Manager, followed by a period as Television Program Sales Manager.

The need for coordinated management and supervision of heavy-budgeted multiple-sponsored television programs led to Mr. Sarnoff's appointment as Director of NBC Unit Productions on January 22, 1951. His responsibility in that position included the "Colgate Comedy Hour," "Your Show of Shows," "All Star Revue" and the "Kate Smith Hour." Each of these shows was a multi-million dollar business by itself, and it was Mr. Sarnoff's responsibility to supervise and coordinate the functions and services of the several special production units involved.

While Director of Unit Productions, Mr. Sarnoff, in addition to supervising the "NBC-TV Opera Theatre," launched and carried to completion the historical film documentary series, "Victory at Sea," 26 half-hour episodes portraying naval operations in World War II. For "Victory at Sea" he received the Navy's Distinguished Public Service Award -- the highest decoration the Navy can confer upon a civilian. While in this post, Mr. Sarnoff supervised the launching of such programs as the "NBC-TV Opera Theatre" and "Project 20."

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Mr. Sarnoff was elected a Vice President of NBC in June, 1951, and a year later was placed in charge of the newly created NBC Film Division. Under his direction, the Film Division expanded rapidly to become a leader in the industry, and in March, 1953, it was established as one of the principal operating divisions of NBC and is now a wholly owned subsidiary, California National Productions.

In September, 1953, while still head of the Film Division, Mr. Sarnoff also was appointed executive assistant to the Vice Chairman of the Board. In that capacity Mr. Sarnoff concentrated his activities on Television Network Programs. He was elected to the NBC Board of Directors a month later, and on December 4, 1953, was named Executive Vice President. In this capacity, he helped develop sales patterns for such new concepts as the Specials on television and "Monitor," NBC's week-end radio service.

Born in New York City on July 2, 1918, Mr. Sarnoff attended private schools there and Phillips Academy, Andover, Mass., where he was graduated in 1935. He received a B. A. degree in Government and Philosophy from Harvard University in 1939, and that Summer began his career in broadcasting, working for the radio division of the New York World's Fair.

In August, 1941, after a year at Columbia Law School, Mr. Sarnoff entered the government service in Washington, where he served under General William J. Donovan in the broadcasting section of the office of Coordinator of Information, which later became the Office of Strategic Services. In March, 1942, he was commissioned as Ensign in the Navy, serving first as a communications officer under the Chief of Naval Operations and later, for two years, under Admiral William F. Halsey in the Pacific.

(more)



THE COURT OF APPEALS IN THE DISTRICT OF COLUMBIA

IN RE: [Name], Defendant

APPEAL FROM THE DISTRICT COURT OF THE DISTRICT OF COLUMBIA

Case No. [Number]

Before the Court are the following issues for review:

1. Whether the trial court erred in its ruling on the motion to suppress the evidence.

2. Whether the trial court erred in its ruling on the motion for judgment of acquittal.

3. Whether the trial court erred in its ruling on the motion for a new trial.

4. Whether the trial court erred in its ruling on the motion for summary judgment.

5. Whether the trial court erred in its ruling on the motion for a directed verdict.

6. Whether the trial court erred in its ruling on the motion for a judgment of acquittal.

7. Whether the trial court erred in its ruling on the motion for a new trial.

8. Whether the trial court erred in its ruling on the motion for summary judgment.

9. Whether the trial court erred in its ruling on the motion for a directed verdict.

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18. Whether the trial court erred in its ruling on the motion for a judgment of acquittal.

19. Whether the trial court erred in its ruling on the motion for a new trial.

20. Whether the trial court erred in its ruling on the motion for summary judgment.

21. Whether the trial court erred in its ruling on the motion for a directed verdict.

22. Whether the trial court erred in its ruling on the motion for a judgment of acquittal.

23. Whether the trial court erred in its ruling on the motion for a new trial.



While in the Pacific, Mr. Sarnoff supervised the establishment of direct radio circuits to the United States from Noumea, Guadalcanal, Bougainville and other key islands for use of network radio correspondents. He returned to the United States in December, 1944, to serve as liaison officer between the Navy and the broadcasting networks in Los Angeles.

Late in 1945, he was separated from the Navy as a Lieutenant (USNR) and resumed his civilian career as assistant to Gardner Cowles Jr., publisher of the Des Moines Register and Tribune and President of the Cowles Broadcasting Company. After a year in Des Moines, Iowa, he returned to New York as a member of the staff of Look Magazine, and it was from this post that he moved to NBC in 1948.

Mr. Sarnoff was the first President of the Radio and Television Executives Society, serving during 1952-53. In 1956 he won the award for distinguished service to advertising presented by the Advertising Federation of America for contributions as General Chairman of the AFA's promotion of National Advertising Week in 1956.

He is a director of the American Arbitration Association, a director of the American Council to Improve Our Neighborhoods, a director of the Advertising Council, a member of the 1957 Finance Committee of the Committee for Economic Development, a member of the American Management Association, and a member of the Board of Visitors of the School of Public Relations and Communications of Boston University.

He is also a member of the Grand Street Boys Association, director of the Jewish Theological Seminary of America, member of the Newcomen Society of North America, a director of the National Multiple Sclerosis Society, and charter member of Television Pioneers.

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On June 2, 1958, he was awarded the honorary degree of Doctor of Laws by Pennsylvania Military College and on June 8 the honorary degree of Doctor of Humanities by Boston University.

He is a member of the Century Country Club, White Plains, N. Y., and the Harvard Club.

He married Felicia Warburg in July, 1950, and they have homes in New York City and in Armonk, N. Y., where they live with their daughter Serena. Mr. Sarnoff also has a daughter, Rosita, by a previous marriage.

Robert W. Sarnoff bears a distinguished name in the communications industry. His father is Brig. General David Sarnoff, Chairman of the Board of the Radio Corporation of America.

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NBC-New York, 7/11/58







# BIOGRAPHY

ROBERT E. KINTNER

President of the National Broadcasting Company

Robert E. Kintner, President of the National Broadcasting Company, has an outstanding record of achievement in a number of important positions he has held in the broadcasting business. He is a former President of the American Broadcasting Company who joined NBC January 1, 1957, as an Executive Vice President, responsible for coordinating all color activities.

On February 5, 1957, Mr. Kintner was named Executive Vice President, Television Network Programs and Sales, at the same time continuing to direct all of the network's expanding color activities. He was elected to the NBC Board of Directors June 12, 1957.

Mr. Kintner was appointed Executive Vice President, Television Network, on February 19, 1958, becoming head of the NBC Television Network. He was elected President of NBC July 11, 1958.

Mr. Kintner was born in Stroudsburg, Pa., in 1909. Following his graduation from Swarthmore College, he joined the editorial staff of the New York Herald Tribune, where he specialized in financial writing. He then became Washington correspondent for that newspaper and later, with Joseph Alsop, wrote a nationally syndicated Washington newspaper column.

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UNITED STATES DEPARTMENT OF JUSTICE

FEDERAL BUREAU OF INVESTIGATION

MEMORANDUM FOR THE DIRECTOR, FBI

RE: [Illegible]

[Illegible text block]

TO: [Illegible]

FROM: [Illegible]

SUBJECT: [Illegible]

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In addition to his newspaper work, Mr. Kintner co-authored several articles for the Saturday Evening Post and, with Mr. Alsop, is the author of the best-sellers, "Men Around the President" and "Washington White Paper."

In 1941, he joined the Army, serving overseas and with the War Department Bureau of Public Relations in Washington. In 1944, he was given a medical discharge from the service with the rank of lieutenant colonel and was awarded the Legion of Merit.

In 1944, he joined ABC as a Vice President with immediate supervision of programming, public services, public relations and advertising. In November, 1946, he was elected Executive Vice President, and on December 30, 1949, became President. He resigned on October 16, 1956.

He is married, has three children and lives in New York City.

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NBC-New York, 7/11/58







## TRADE NEWS

July 11, 1958

FRED ASTAIRE, HEADING OWN NETWORK SHOW FOR FIRST TIME, WILL STAR ON NBC-TV IN TWO FULL-HOUR LIVE MUSICALS SPONSORED BY CHRYSLER

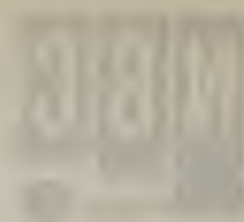
Fred Astaire will star in two special full-hour live musical programs on NBC-TV next season, it was announced today by Robert F. Lewine, Vice President, NBC Television Network Programs.

The programs, marking the first time the famous screen star will appear in his own network show, will be sponsored by Chrysler Corporation. The Leo Burnett Company, Inc., is the advertising agency.

The first program will be telecast Friday, Oct. 17 (9-10 p.m., NYT). The second will be scheduled in the Spring.

Astaire, dancing and singing star of many movie and stage successes, began his professional career at the age of eight with his sister, Adele, as a brother-sister team in vaudeville. At 18, with his sister, he made his Broadway debut. Adding singing and dancing to their accomplishments, the team played in almost a dozen Broadway musicals, among them "Lady Be Good" and "The Bandwagon." After his sister's marriage, Astaire went to Hollywood and made his first movie, "Dancing Lady," in 1933. This was soon followed by "Flying Down to Rio" and "Gay Divorcee," and he was established as a top screen personality. His recent films include "Silk Stockings," "Funny Face" and "Daddy Long Legs."

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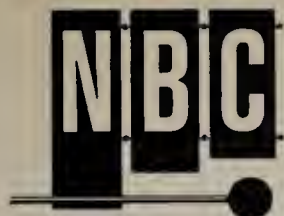
THE NEW YORK TIMES

THE NEW YORK TIMES, PUBLISHED DAILY, EXCEPT ON SUNDAYS AND HOLIDAYS, AT THE NEW YORK OFFICE, 121 NASSAU ST., N. Y. 10038.

THE NEW YORK TIMES, PUBLISHED DAILY, EXCEPT ON SUNDAYS AND HOLIDAYS, AT THE NEW YORK OFFICE, 121 NASSAU ST., N. Y. 10038.

THE NEW YORK TIMES

THE NEW YORK TIMES, PUBLISHED DAILY, EXCEPT ON SUNDAYS AND HOLIDAYS, AT THE NEW YORK OFFICE, 121 NASSAU ST., N. Y. 10038.



## TRADE NEWS

NATIONAL BISCUIT COMPANY TO SPONSOR ONE-HALF OF 'WAGON TRAIN'  
ON ALTERNATE WEEKS DURING 1958-59 SEASON ON NBC-TV NETWORK

FOR RELEASE MONDAY A.M., JULY 14

National Biscuit Company will sponsor one-half of the NBC Television Network's full-hour Western drama series, "Wagon Train," on alternate weeks during the 1958-59 season, it was announced today by Walter D. Scott, Vice President, Television Network Sales, for the National Broadcasting Company.

The new order for "Wagon Train," which is telecast on Wednesdays 7:30-8:30 p.m., NYT, is effective Oct. 8. In addition, National Biscuit Company will sponsor an alternate-week quarter-hour segment of three NBC-TV daytime programs, to be announced later, over a 52-week period starting in October.

National Biscuit Company joins the Ford Division of the Ford Motor Company in sponsoring "Wagon Train" next season. Ford, as announced earlier, will sponsor the full program on the alternate weeks.

"Wagon Train," with Ward Bond and Robert Horton as permanent co-stars, will return with a new series of filmed episodes on Oct. 1. Acclaimed by critics after its premiere last Fall as the best adult Western program on network television, "Wagon Train," in accordance with its star-for-every-performance policy, has featured almost 60 distinguished players during the past season. Among them have been Ernest Borgnine, Shelley Winters, Sterling Hayden, Agnes Moorehead, Mercedes McCambridge, Eddie Albert and Macdonald Carey.

McCann-Erickson, Inc., is the advertising agency for National Biscuit Company.

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MORGAN BEATTY NAMED ON-THE-AIR EDITOR  
OF 'LIFE AND THE WORLD' ON NBC RADIO

Morgan Beatty of NBC News will become on-the-air editor of the NBC Radio Network's news feature program, "Life and the World," on Monday, Aug. 4, replacing Frank Blair. (The series is broadcast Mondays through Fridays, 7:45-8 p.m., EDT).

Beatty has been commentator on "News of the World" since 1946 (NBC Radio Network, Mondays through Fridays, 7:30-7:45 p.m., EDT). He joined NBC Radio in 1941 after serving 14 years with the Associated Press. In 1942 he went to London as a war correspondent, returning to Washington the following year as correspondent for "News of the World." He received an Alfred duPont Award in 1950 and the 1948 Headliners Award for "outstanding assigned radio reporting" when he supervised NBC's coverage of the Texas City explosion.

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NBC-New York, 7/11/58





# TRADE NEWS

3-X-H

July 14, 1958

Attention: Sports Editors

'BRAINS AND BRAWN' TO BE SATURDAY NIGHT FEATURE ON NBC-TV NETWORK

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Liggett and Myers to Sponsor New Quiz Show, Involving Mental  
Agility and Physical Skill--Star Athletes to Participate

"Brains and Brawn," a unique quiz show involving both mental agility and physical prowess, will start early in September on the NBC Television Network in the Saturday, 10:30-11 p.m., NYT time spot, it was announced today by Robert F. Lewine, Vice President, NBC Television Network Programs.

The new program--based on one of Europe's most popular TV shows--will be sponsored by Liggett and Myers Tobacco Company for L & M and Oasis filter cigarettes.

Telecast live from New York and with nationwide remote pick-ups, "Brains and Brawn" will feature two competing two-man teams. Each team will have an expert (the "Brains") and a star athlete (the "Brawn").

The "Brains," in New York, will compete on quiz questions. The "Brain" who is first to signal he has the answer--and gives it correctly--earns for his teammate, a "Brawn," the opportunity to try his physical skill in an athletic test, which will be carried by remote pickup from suitable sites in the United States. Scoring penalties will be imposed for failure by either team member.

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Some of the country's leading athletes will compete in a variety of sports activities including golf, weight-lifting, shooting, track and field events. Special awards will be given if a competing athlete sets a world record in his speciality.

A team scores a point when its "Brain" gives the correct answer and its "Brawn" successfully meets the physical test. The first team to complete seven "brains and brawn" events is the winner.

"Brains and Brawn" is packaged and produced by Herb Moss, president of Ile de France International Productions, Inc. Pierre Bellemare, producer and star of the highly successful French production of "Brains and Brawn," will act as consultant.

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NBC-New York, 7/14/58





# TELEVISION NEWS

July 14, 1958

'OUTLOOK' TO EXPLORE VANISHED 'SENSE OF URGENCY' IN U. S. SPACE AGE  
PROGRAM; TOP SCIENTISTS AND OTHER AUTHORITIES WILL  
PARTICIPATE IN FULL-HOUR NBC NEWS TELECAST

"What has happened to 'The Sense of Urgency' which was so strong in America after the Sputnik firings?"

"Why has 'The Sense of Urgency' -- which could have been so valuable in speeding our space program -- been allowed to dissipate?"

NBC News will explore these and many other questions about America's space, scientific education and research problems in "The Sense of Urgency" -- a special full-hour "Outlook" telecast featuring interviews with top men in our space-age program -- Sunday, Aug. 10 (NBC-TV Network, 6:30-7:30 p.m., EDT). Chet Huntley is editor.

The telecast will be divided into three sections -- What has happened to "The Sense of Urgency" in (1) our space program, (2) our scientific education program and (3) our research program?

In the first area, interviews will be held with:

Donald Farrell, the airman who was front-page news last Winter when he successfully survived a week in a space chamber, but returned to New York recently with no fanfare;

George Sutton, executive of Rocketdyne, makers of rocket engines for missiles, who says that America needs a rocket engine with a thrust of 1,500,000 pounds, that such a rocket will now take five years to build, but that it could and should have been built long ago.

(more)





Wernher Von Braun, who could have put a satellite in the air two years ago -- but was prohibited from doing so;

Major General John Medaris, commander of the Army Ballistic Missile Agency, who will discuss how lack of centralized control of missiles has crippled our space program;

And Captain Robert Truax, in charge of the development of space vehicles for the Defense Department, who says the American people would be dismayed if they knew how little is being done -- or even planned -- for a national space flight program.

In the second area, the "Outlook" interviewers will search out what has happened since President Eisenhower's two speeches in January urging a stepup in scientific education. Rep. Carl Elliott (D.-Ala.) will point out that of about 100 educational bills in the Congressional hopper at the beginning of the session, only two remain under active consideration -- and one is his. There was tremendous interest in his bill during the Winter, Elliott says, but virtually no interest now. Dr. Lee DuBridge, president of the California Institute of Technology, will say we need more scientific education and facilities, that our present setup is inadequate. Simon Ramo, head of the firm that does all the engineering for air force missile projects, will support him, saying he needs engineers but cannot get them.

"What's happened to 'The Sense of Urgency' in our Research Program?" NBC News will pose this question to Rep. Melvin Price, member of the Joint Congressional Atomic Energy Committee, who maintains that the country's great need for expanded nuclear research projects has not been met because the budget bureau refused to allot funds. Col. William Davis, USAF (ret.) answers the question with

(more)



3 - 'Sense of Urgency'

his personal experience: he resigned from the Air Force last month because he felt not enough was being done in space research. He hopes to be able to do more as a civilian.

In addition to the interviews, the telecast will include silent film footage of the poor conditions under which scientists are working at Brookhaven National Laboratories in Long Island, and of the many government agencies involved in our space program.

"The Sense of Urgency" will be produced by Reuven Frank. The interviewers will be Chet Huntley, Piers Anderton, Roy Neal and Sander Vanocur.

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NBC-New York, 7/14/58





TWO APPOINTMENTS ANNOUNCED IN NBC-TV SALES, CENTRAL DIVISION

Appointment of W. J. McEdwards as a salesman, and John F. Brookman as Sales Development and Presentation assistant, both in NBC Television Sales, Central Division, was announced by Edward R. Hitz, Vice President, NBC Television Sales, Central Division.

For the past six years Mr. McEdwards has been with Tatham-Laird, Inc., advertising agency in Chicago, where he served as an account executive and, most recently, as assistant media director. Before joining Tatham-Laird in 1952 he had been with NBC Sales in Chicago for 16 years.

Mr. Brookman comes to NBC from Fulton, Morrissey Company, Chicago, advertising agency, where he had been an account executive in the public relations division since July, 1957. Before that he had been an associate producer of the Chicago segment of NBC-TV's "America After Dark" program and from 1954 to 1956 had been a free lance producer and writer. Mr. Brookman first joined NBC in 1948 and was a staff radio director in Chicago until he left in 1954.

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NBC-New York, 7/14/58





# NBC COLOR TELEVISION NEWS

## NBC-TV NETWORK COLORCAST SCHEDULE

July 20 - 26 (All Times EDT)

### Sunday, July 20

7-7:30 p.m. -- "Noah's Ark"-- repeat filmed dramas based on the experiences of a young veterinarian starring Paul Burke, Victor Rodman and May Wynn. Tonight -- "The Foundling."

8-9 p.m. -- "Steve Allen Presents Steve Lawrence and Eydie Gorme" -- music, comedy and variety. Tonights guests are Keenan Wynn, Vivian Blaine and comedian Don Knotts.

9-10 p.m. -- "The Chevy Show" -- starring Edie Adams, Janet Blair and John Raitt, with the comedy team of Rowan and Martin. Music, comedy and variety.

### Monday through Friday, July 21-25

12:30-1 p.m. -- "It Could Be You" -- audience-participation show with surprises, starring Bill Leyden as host.

2:30-3 p.m. -- "Haggis Baggis" -- a new game program starring Fred Robbins as emcee.

### Monday, July 21

7:30-8 p.m. -- "Haggis Baggis" -- a new game program starring Jack Linkletter as emcee.

### Tuesday, July 22

8-9 p.m. -- "The Investigator" -- a new "live" mystery series co-starring Lonny Chapman as investigator Jeff Prior and Howard St. John as ex-newspaperman Lloyd Prior, the investigator's father.

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2 - NBC-TV Network Colorcast Schedule

Wednesday, July 23

9-10 p.m. -- "Kraft Mystery Theatre" -- tonight, "Focus on Murder,"  
by George Harmon Coxe, adapted for television by Mel Goldberg,  
starring Si Oakland, William Zuckert, Roy Poole, Phyllis Hill  
and Carol Gustafson.

Thursday, July 24

7:30-8 p.m. -- "Tic Tac Dough" -- audience-participation show  
based on the game of Tic Tac Toe. Jay Jackson is emcee.

10-10:30 p.m. -- "The Price is Right" -- Bill Cullen is emcee.

Friday, July 25

7:30-8 p.m. -- "Big Game" -- a new audience-participation show.  
Tom Kennedy is host.

Saturday, July 26

8-9 p.m. -- "The Bob Crosby Show" -- starring Bob Crosby with  
Gretchen Wyler. Tonight's guests are Dorothy Collins and the  
singing Kalin Twins.

\* \* \*

Please delete the following programs from Colorcast Schedule  
for August:

Sunday, Aug. 10 -- "Noah's Ark" -- 7-7:30 p.m., EDT.

Monday, Aug. 11 -- "Haggis Baggis" -- 7:30-8 p.m., EDT.

NBC-New York, 7/14/58





July 15, 1958

NBC NEWS REPORTS MIDEAST CRISIS WITH BLANKET COVERAGE  
OF FAST-BREAKING EVENTS ON TV AND RADIO NETWORKS

A mid-afternoon hour-long television report highlighted NBC News' blanket TV and radio coverage today (July 15) of the fast-breaking developments in the Middle East crisis.

Another television news special -- to include interviews with Senators John Sparkman and Leverett Saltonstall, a live radio report direct from Beirut by Mideast correspondent Welles Hangen, and round-the-world analysis of the crisis' effect by NBC News correspondents -- was scheduled for 7:30-8 p.m., EDT, tonight.

In the special afternoon program, NBC News Correspondents Merrill Mueller, Frank McGee, Wilson Hall, Richard Harkness, Lee Hall, Martin Agronsky, Frank Bourgholtzer, Bill Leeds and Leif Eid participated in an in-depth analysis of the crisis' impact throughout the world.

Mueller, as coordinator, led off with the latest news developments, before turning the microphone over to McGee in Washington for the latest White House news. Wilson Hall, a veteran of many years in the Middle East, discussed the terrain in Lebanon on which the Marines have landed.

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Lee Hall examined the UN's part in the crisis, leading into a film of the highlights from UN Ambassador Henry Cabot Lodge's speech this morning. Agronsky, who has been anchor man on NBC News' continuing coverage of late-breaking developments, discussed U.S. commitments under the Truman and Eisenhower doctrines and the Baghdad pact.

Bourgholtzer commented on the role of the State Department, while Leeds in London and Eid in Paris discussed reaction to the crisis in these cities.

Harkness, in Washington, reported on Senatorial reaction, and Mueller concluded the news special with a wrapup of latest developments.

The two hour-long special telecasts are highlights of a day during which NBC News brought almost continuous live TV and radio coverage of the Middle East situation from Washington, the United Nations and overseas points.

On television, from the first bulletin early this morning announcing the landing of the Marines in Lebanon, through the special 2-3 p.m., EDT telecasts, a total of 151 minutes, 45 seconds of special television coverage was devoted to the crisis. Starting at 10 a.m., EDT, and every half-hour thereafter during the morning, NBC News commentator Martin Agronsky presented a live summation of latest developments.

By 12 noon EDT, regular TV programming had been interrupted five times to bring the nation up-to-the-minute reports. Six regular TV programs had been preempted by 1 p.m.

(more)

Lee Hall examined the film given in the article, leading into a film of the highlights from UN Ambassador Henry Cabot Lodge's speech this morning. Apparently, who has been another man on NBC News, continuing coverage of late-breaking developments, discussed U.S. commitments under the Truman and Eisenhower doctrines and the Baghdad pact.

Burgess also commented on the role of the State Department, while heads in London and Hill in Paris discussed reaction to the crisis in these cities.

Harrison, in Washington, reported on general reaction, and Miller concluded the news special with a wrap-up of latest developments.

The two hour-long special telecasts are highlights of a day during which NBC News brought almost continuous live TV and radio coverage of the crisis from Washington, the United Nations and overseas points.

On television, from the first bulletin early this morning announcing the landing of the Marines in Lebanon, through the special 2-3 p.m., but telecasts, a total of 121 minutes, 45 seconds of special television coverage was devoted to the crisis. Starting at 10 a.m., 10:30, and every half-hour thereafter during the morning, NBC News commentators Martin Armstrong presented a live summation of latest developments.

By 12 noon EDT, regular TV programming had been interrupted five times to bring the nation up-to-the-minute reports. Six regular TV programs had been preempted by 1 p.m.

### 3 - Mideast Crisis

From 11:30 a.m. through 1 p.m., EDT, all but 10 minutes of network television time was devoted to a live pickup from the United Nations in New York. In the afternoon, NBC was the only network to carry the second UN session of the day starting at 4 p.m., EDT.

On radio, the coverage was equally complete. The regular hourly newscasts were supplemented by continuous special reports all during the day. The first radio flash on the escape of Iraqi premier Nuri came at 3:18 a.m., EDT, and from then on the NBC Newsroom was kept busy with a constant flow of news from its correspondents throughout the world.

As early as the 6:30 a.m., EDT newscast, pickups were being used from NBC correspondents Tom Streithorst in Beirut and Geoffrey Godsell in Cairo. At 7:30 a.m., EDT Herb Kaplow reported from Washington, Ray Scherer alerted the nation that a White House statement was due shortly, and UN Correspondent Pauline Frederick commented that this was the United Nations' greatest crisis since Suez.

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NBC-New York, 7/15/58









# NBC COLOR TELEVISION NEWS

## BILL ASHER TO BE PRODUCER-DIRECTOR OF 'DINAH SHORE CHEVY SHOW'

Bill Asher will be producer-director of the "Dinah Shore Chevy Show" during the 1958-59 season, it was announced today by Alan W. Livingston, Vice President in charge of programming for NBC's Pacific Division. The "Dinah Shore Chevy Show" colorcast series will return to the NBC-TV Network Sunday, Oct. 5 (9-10 p.m., NYT).

Asher, an NBC contract producer-director, has headed many TV shows and also created and developed new shows and pilots as well as being trouble-shooter for weak shows. He started his career as a writer, then became a director and finally director and producer. Most of his work has been in the comedy field.

Asher's TV credits include: directed the original "I Love Lucy" shows for almost three years, directed original pilot of "Our Miss Brooks," produced and did creative work during the first year of "The Jane Wyman Show," directed and supervised the first six "Danny Thomas" shows, produced the "live" Colgate series for its first season and the "live" "Dennis Day" shows, directed Joan Caulfield during the past season and served as a trouble shooter for MGM on its "Thin Man" series. He also has directed many dramatic shows including "Big Town," "Racket Squad," "Schlitz Playhouse" and "Pepsi Cola Playhouse."

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NBC-New York, 7/15/58



'TODAY' FASHION REPORTER TO COVER EUROPEAN STYLE SHOWS

Lissa Charell, fashion reporter on NBC-TV Network's "Today" program, has left for Europe to cover the Fall and Winter collections in Paris, Rome and Florence.

She will send back specially posed still pictures and taped interviews with French and Italian designers for airing on "Today" the morning of the various release dates for this year's fashion news from abroad. She also will bring back exhibits for a "Today" fashion show to be telecast late in August. The styles from both the French and Italian telecast also will include American adaptations of these styles. Miss Charell predicts, "some revolutionary trends in this year's fashions."

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DENNIS JAMES RETURNS TO 'TREASURE HUNT' FOR WEEK

Dennis James will return to "Treasure Hunt" next week (July 21-25) to emcee the quiz show for the final days of Jan Murray's vacation. "Treasure Hunt" is telecast on NBC-TV Network (Monday through Friday 10:30 a.m., EDT). James was emcee of the show earlier this month, substituting for the vacationing Murray.

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NEW PLAYERS JOIN CAST OF 'TODAY IS OURS'

New cast members in the NBC-TV Network serial drama "Today Is Ours" include Truman Smith as Harry Billings, Michael Ingram as Arnie and Kevin Coughlin as Billy Grey (Mondays through Fridays, NBC-TV Network, 3 p.m., EDT). Patricia Benoit stars in the serial, which is written by Julian Funt.

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NBC-New York, 7/15/58





## TEENAGERS TO INTERVIEW U. S. SURGEON GENERAL LEROY E. BURNEY

Dr. Leroy E. Burney, Surgeon General, Public Health Service of the Department of Health, Education and Welfare, will be the guest on "Youth Wants to Know" Sunday, July 20 (NBC-TV Network, 4:30-5 p.m., EDT; NBC Radio as part of "Monitor," 10:30-11 p.m., EDT).

Steve McCormick is moderator of the program. Teenagers from the Washington, D. C. area will interview Dr. Burney.

"Youth Wants to Know" is a Public Affairs presentation of NBC News.

## HUMANE EDUCATION GROUP HONORS GENEVIEVE

Genevieve, the Parisian chanteuse who is a frequent guest on the NBC-TV Network's "Jack Paar Show," has been honored with the first Humanitarian Award of the Ohio Federation for Humane Education and Legislation. The award was presented after her performance in the musical comedy "Can Can" in Warren, Ohio. It was given for her "public encouragement of compassion by man toward animals."

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NBC-New York, 7/15/58

STAFFERS TO INTERVIEW U. S. SURGEON GENERAL JAMES A. HANLEY

Dr. James A. Hanley, Surgeon General, Public Health Service of the Department of Health, Education and Welfare, will be the guest on "Youth Wants to Know" Monday, July 23 (NBC-TV Network, 4:30-5 p.m., EDT) NBC Radio as part of "Monitor," 10:30-11 p.m., EDT.

Steve Scheraga is moderator of the program. Reports from the Washington, D. C. area will interview Dr. Hanley.

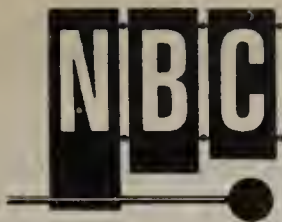
"Youth Wants to Know" is a Public Health Service production of NBC News.

#### HUMAN EDUCATION GROUP REPORTS GROWING

Genevieve, the Eurasian chanteuse who is a frequent guest on the NBC-TV Network's "Late Show," has been honored with the first Humanitarian Award of the Ohio Federation for Human Education and Legislation. The award was presented after her performance in the musical comedy "Gee Whizz" in Warren, Ohio. It was given for her "public encouragement of cooperation in human affairs."

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NBC-New York 7/15/70



July 16, 1958

NBC'S INTENSIFIED COVERAGE OF MIDEAST NEWS DEVELOPMENTS NEARS  
10 HOURS OF NETWORK TIME IN TWO DAYS

The NBC-TV network devoted 310 minutes today (July 16) to coverage of the Middle East crisis, pre-empting all or part of five regularly scheduled shows. This brought the two-day total of NBC network coverage to 551 minutes -- the equivalent of more than 18 half-hours of programming.

These figures are complete through 3:00 p.m., EDT today, with extensive live coverage of the afternoon United Nations session still to come, and with continuing reporting of fast-breaking developments planned as the situation warrants.

First films of the U. S. Marines landing in Beirut are expected to be shown on the "Today" show tomorrow morning (July 17). Additional films of the Leathernecks moving into downtown Beirut and unloading heavy equipment on the beach will be telecast as soon as they are received.

The NBC Radio Network, in addition to its regular on-the-hour news reports and two special bulletins, broadcast three special "Hotline" reports. These were: an on-the-spot report at 9:14 a.m., EDT from NBC News Correspondent Tom Streithorst in Beirut; Dag Hammerskjold's and Henry Cabot Lodge's remarks this morning at the United Nations with comment by United Nations correspondent Pauline

(more)



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THE FOLLOWING INFORMATION WAS OBTAINED FROM THE RECORDS OF THE  
BUREAU OF THE INSURANCE COMPANY OF AMERICA

On July 10, 1934, the Bureau of the Insurance Company of America  
advised that the policy of the Insurance Company of America  
No. 1000, issued to the Insurance Company of America, was  
in full force and effect.

There is no record of any other policy of the Insurance Company of America  
issued to the Insurance Company of America, and no record of any other  
policy of the Insurance Company of America issued to the Insurance Company of America.

The Bureau of the Insurance Company of America is not aware of any other  
policy of the Insurance Company of America issued to the Insurance Company of America,  
and no record of any other policy of the Insurance Company of America issued to the Insurance Company of America.

The Bureau of the Insurance Company of America is not aware of any other  
policy of the Insurance Company of America issued to the Insurance Company of America,  
and no record of any other policy of the Insurance Company of America issued to the Insurance Company of America.



Frederick on the statement by Russian delegate Arkady A. Sobolev, and a report from Washington at 1:22 p.m., EDT giving the latest developments there.

The NBC-TV Network's blanket coverage of the crisis started at 7 a.m., EDT this morning, as the "Today" show devoted virtually all of its three-hour programming time to the Middle East situation. A 10-10:30 a.m., EDT News Special, the third such major presentation in two days, followed the "Today" show, with NBC News correspondents John Chancellor -- first newsman to arrive in Beirut since the Marines landed -- Frank McGee, Wilson Hall, Ray Scherer, Pauline Frederick, Herb Kaplow and Martin Agronsky, participating.

From 11 a.m.-12 Noon, EDT NBC News cameras covered, live, the session at the United Nations Security Council, and from 1-1:30 p.m., EDT NBC News correspondents McGee and Hall discussed latest news events. At 2 and 2:30 p.m., EDT, McGee gave five-minute summaries of the Middle East news. On the 2:30 p.m., EDT report he was assisted by Herb Kaplow in Washington.

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NBC-New York, 7/16/58



NBC-TV NETWORK PRE-EMPTS 17 PROGRAMS, IN FULL OR PART,  
FOR SWIFT TELECAST OF MIDEAST EVENTS

The NBC-TV Network pre-empted all or part of six regularly-scheduled programs through 4 p.m., EDT, today, for a two-day total of 17 pre-emptions to allow NBC News to telecast up-to-the-minute reports on the Middle East crisis.

Three morning half-hours were pre-empted in their entirety. These were:

"Dough Re Mi," 10-10:30 a.m. -- sustaining.

"The Price Is Right," 11-11:30 a.m. -- sponsored  
by General Foods.

"Truth or Consequences," 11:30-12 noon --  
sustaining.

In the afternoon, up to 4 p.m., the following programs were pre-empted in part:

"Lucky Partners," 2-2:30 p.m. -- sustaining.

"Haggis Baggis," 2:30-3 p.m. -- sustaining.

Pre-empted in its entirety was:

"From These Roots," 3:30-4 p.m. -- sponsored  
by Procter & Gamble.

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NBC-New York, 7/16/58







# NBC COLOR TELEVISION NEWS

## NBC-TV NETWORK COLORCAST SCHEDULE

July 27-Aug. 2 (All Times EDT)

### Sunday, July 27

7-7:30 p.m. -- "Noah's Ark" -- Paul Burke stars as a young veterinarian. May Wynn and Victor Rodman are featured.

Tonight's story. "The Cure-All."

8-9 p.m. -- "Steve Allen Presents Steve Lawrence and Eydie Gorme" -- music, comedy and variety. Tonight's guests are Tony Bennett, comedienne Pat Carroll, Eddie Bracken and comedian Don Adams.

9-10 p.m. -- "The Chevy Show" starring John Raitt, Edie Adams and Janet Blair and featured guest Mickey Shaughnessy. Music, comedy and variety.

### Monday through Friday, July 28-Aug. 1

12:30-1 p.m. -- "It Could Be You" -- Bill Leyden is host of this audience-participation program of surprises.

2:30-3 p.m. -- "Haggis Baggis" -- a new game program starring Fred Robbins as emcee.

### Monday, July 28

7:30-8 p.m. -- "Haggis Baggis" -- a new game program starring Jack Linkletter as emcee.

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2 - NBC-TV Network Colorcast Schedule

Tuesday, July 29

8-9 p.m. -- "The Investigator" -- a new live mystery series co-starring Lonny Chapman as investigator Jeff Prior and Howard St. John as Jeff's father, ex-newspaperman Lloyd Prior.

Wednesday, July 30

9-10 p.m. -- "Kraft Mystery Theatre" -- Tonight's drama is "Death Wears Many Faces."

Thursday, July 31

7:30-8 p.m. -- "Tic Tac Dough" -- an audience-participation show based on the game of tic tac toe. Jay Jackson is emcee.

10-10:30 p.m. -- "The Price Is Right" -- Bill Cullen is emcee.

Friday, Aug. 1

7:30-8 p.m. -- "Big Game" -- a new audience-participation program starring Tom Kennedy as host.

Saturday, Aug. 2

8-9 p.m. -- "The Bob Crosby Show" -- starring Bob Crosby with Gretchen Wyler.

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NBC-New York, 7/16/58





'COMMENT' TO EXAMINE 'CRISIS IN MIDDLE EAST'

NBC News' saturation coverage of the Iraq-Lebanon story will be supplemented Sunday, July 20, when "Comment" presents a half-hour telecast on "The Crisis in the Middle East" (NBC-TV Network, 5:30-6 p.m., EDT).

NBC News correspondents in Washington and New York will examine various aspects of the crisis and will talk via shortwave radio with foreign correspondents. They will be joined by Harry Ellis, assistant overseas editor of the Christian Science Monitor, a former Middle East correspondent for that paper and author of "Israel and the Middle East."

NBC-New York, 7/16/58



'BATTLE OF QUIZMASTERS' ON 'DOTTO' ENDS IN TIE; HAL MARCH  
AND JOHNNY CARSON DONATE \$2,500 WINNINGS TO CHARITY

The "battle of the quizmasters" ended in a tie last night (July 15) when Hal March of "The \$64,000 Question" and Johnny Carson of "Who Do You Trust?" -- appearing as contestants -- identified a "Dotto" picture of Vincent Price on NBC-TV Network's nighttime "Dotto" show. Price is emcee of the new show "ESP."

The two quizmasters found out what it was like to answer rather than ask the questions as they were queried in the category of "showbusiness" by "Dotto" host Jack Narz. Their answers were faultless. Carson was the first to identify the picture after two clues, but March quickly followed with his identification to tie the game. Both men donated their winnings, a total of \$2,500, to charity.

In the regular contest Miss Connie Hines, 23, a model from Jacksonville, Fla., defeated former champion David Huschle, New York restaurant manager. Miss Hines won \$1,400 when she correctly guessed that her "Dotto" picture was a likeness of Indian Prime Minister Nehru. She will meet John Ridley a promotion manager from London, England, in next week's contest Tuesday, July 22 (NBC-TV Network, 9 p.m., EDT).

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NBC-New York, 7/16/58







July 17, 1958

NBC TELECASTS FIRST FILMS OF U. S. MARINES LANDING IN BEIRUT;  
TV AND RADIO SPECIAL NEWS PROGRAMS HIGHLIGHT THIRD  
DAY OF NETWORK COVERAGE OF MIDEAST CRISIS

- - -

NBC-TV Time Devoted to Mideast Story Totals 699 Minutes

NBC News' fifth major live half-hour-or-more wrapup telecast in three days, the first films of U. S. Marines landing in Beirut, exclusive reports from NBC News correspondents in Amman, Jordan, and London and a 24-minute radio special highlighted coverage of the Middle East crisis on NBC Television and Radio today (July 17).

The afternoon TV roundup was coordinated by Frank McGee, anchor man on the news specials for the past two days. It consisted of reports by Merrill Mueller at the United Nations, David Brinkley in Washington, Sander Vanocur in Chicago, Wilson Hall -- summing up reports received from NBC News correspondents in eight foreign cities -- and Chet Huntley in New York.

Through 3 p.m., today, the time devoted to coverage of the crisis during the three days on the NBC-TV Network totaled 699 minutes.

NBC Radio summarized the fast-moving developments every hour in its on-the-hour news broadcasts and, in addition, had six "Hot Line" reports:

(more)



2 - 'Mideast Crisis Coverage'

8:20 a.m., EDT -- NBC News correspondent Joseph C. Harsch reported from London on measures to prevent a political split in Britain due to Western intervention in the Middle East.

1:27 p.m., 3:18 p.m., 3:30 p.m., 3:43 p.m., 3:45 p.m., EDT -- NBC News correspondent Pauline Frederick reported direct from the United Nations.

A special NBC Radio program, "Moment of Crisis," was broadcast from 1:05-1:30 p.m., with Wilson Hall from New York, Welles Hangen from Amman, John Chancellor from Beirut, John Rich from Frankfort, Geoffrey Godsell from Cairo, Joseph C. Harsch from London, Leif Eid from Paris, Irving R. Levine from Moscow, Arthur Barriault from Washington and Pauline Frederick from the United Nations.

TV coverage today included two telecasts of the first films in the United States of the Marines landing in Beirut. These were shot by NBC News correspondent Tom Streithorst, rushed on a plane to Rome, trans-shipped to Idelwild Airport in New York, and placed on the air. They were shown at 10:30 a.m. and 11 a.m., EDT. A film of Selwyn Lloyd's arrival in Washington this morning was telecast at 12 Noon.

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NBC-New York, 7/17/58





NBC-TV AND RADIO NETWORK PROGRAM

SIX MORE NBC-TV SHOWS PRE-EMPTED, IN FULL OR PART,  
FOR SPECIAL PROGRAMS ON MIDEAST CRISIS

The NBC-TV Network pre-empted all or part of six programs today (July 17) up to 5 p.m., EDT -- for a three-day total of 23 pre-emptions -- to present up-to-the-minute coverage of the Middle East crisis.

Shows pre-empted all or in part today were:

"Treasure Hunt" (10:30-11 a.m.), "Truth or Consequences" (11:30 a.m.-12 noon), "Tic Tac Dough" (12-12:30 p.m.), "Haggis Baggis" (2:30-3 p.m.), "Queen For a Day" (4-4:45 p.m.) and "Modern Romances" (4:45-5 p.m.). "Queen for a Day" is sponsored by Alberto-Culver and Procter and Gamble.

NBC-New York, 7/17/58



NBC NEWS REALIGNS STAFF OF FOREIGN CORRESPONDENTS  
FOR FULL COVERAGE OF MIDEAST CRISIS

NBC News' worldwide staff of foreign correspondents has been realigned to bring maximum coverage of the Middle East crisis to radio and television audiences.

NBC News Mideast correspondent Welles Hangen is in Amman, Jordan, with cameraman Farhad Bayat.

In Beirut, center of the crisis, NBC News has a full team of correspondents and cameramen. Already in the Lebanese capital are correspondents John Chancellor -- who flew in from Vienna, first newsman to arrive after the landing of the Marines -- and Tom Streithorst. Both men have been serving double-duty as photographers, awaiting the arrival of NBC News cameraman Henry Toluzzi from Iraq.

NBC News Correspondent Martin Agronsky and cameraman Brad Kress are flying from Washington today (July 17) and are expected to reach Beirut tomorrow.

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NBC-New York, 7/17/58





Attention, Sports Editors

'CAVALCADE OF SPORTS' TO COVER ANTHONY-McBRIDE FIGHT

Tony Anthony of New York and Archie McBride of Trenton, N. J., clash in a 10-round heavyweight bout at Syracuse (N. Y.) War Memorial Auditorium Friday, Aug. 1 (10 p.m., EDT), to be covered by "Gillette Cavalcade of Sports" on the NBC-TV and NBC Radio Networks. Jimmy Powers will be the TV commentator, and Don Dunphy and Win Elliot the radio reporters.

Anthony, ranked-second among light-heavyweight contenders, has won four 1958 fights by knockouts. The records:

	<u>Age</u>	<u>Bouts</u>	<u>Wins</u>	<u>Losses</u>	<u>Draws</u>	<u>Knockouts</u>
McBRIDE	29	34	21	13	0	8
ANTHONY	23	40	34	5	1	27

\* \* \*

WINNER TO APPEAR ON 'FIGHT BEAT'

The winner of the Anthony-McBride bout will be interviewed by sportscaster Bud Palmer on NBC-TV Network's "Fight Beat" Friday, Aug. 1 (10:45 p.m., EDT, or immediately after fight telecast). The TV interview will take place in a ringside dressing room.

-----O-----

NBC-New York, 7/17/58





# NBC COLOR TELEVISION NEWS

"AIN'T WE GOT FUN?" SETS MOOD FOR STEVE LAWRENCE, EYDIE GORME AND  
GUESTS TONY BENNETT, PAT CARROLL, EDDIE BRACKEN, DON ADAMS

An opening tune -- "Ain't We Got Fun?" -- will set the mood for the Sunday, July 27 colorcast of "Steve Allen Presents Steve Lawrence and Eydie Gorme" (NBC-TV Network, 8 p.m., EDT), with Tony Bennett, Pat Carroll, Eddie Bracken and Don Adams as guests.

Eydie's solos will be "When the Red Red Robin Comes Bob-Bob-Bobbin' Along" and "Sing the Blues." Steve will sing "Stranger in Town" and "April in Paris." In duet, they will present "I Remember It Well" from "Gigi."

Eydie and comedienne Pat Carroll will sing "A Man Can Be a Wonderful Thing," and later Pat and comedian Eddie Bracken will perform a comedy telephone sketch about two persons trying to arrange a meeting. Don Adams will offer a monologue on abstract art.

Tony Bennett will sing two tunes and will join Steve and Eydie in a medley of Harold Arlen songs. For the finale, all the principals will present "Love Is the Reason."

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NBC-New York, 7/17/58





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NBC-TV NETWORK PROGRAMS

\*-----\*

BACHELOR BOB TRIES TO FREE A HUNTING PAL

The usually resourceful bachelor Bob Collins (Bob Cummings) is hard-pressed to arrange a hunting trip with his pal Harvey (King Donovan) in the episode "Bob and Harvey Go Hunting" on "The Bob Cummings Show" Tuesday, July 22 (NBC-TV Network, 9:30 p.m., EDT). Plots and counterplots are hatched by Bob to free Harvey from the watchful eye of the latter's wife, Ruthie (Mary Lawrence). Beauties Lisa Gaye, Joi Lansing, and Lisa Davis are featured players.

-----O-----

RILEY PROVES TOO GENEROUS

To atone for being sarcastic to Junior (Wesley Morgan) about his girl friend, Riley (William Bendix) gives Junior \$2 to buy her a present in the episode, "Puppy Love," on "The Life of Riley" Friday, July 25 (NBC-TV Network, 8:30 p.m., EDT). Riley, feeling magnanimous, also buys Peg (Marjorie Reynolds) a watch she has always wanted -- but confusion develops, and Peg gets a \$2 rabbit's foot and Junior's girl the watch.

-----O-----

BATTLE OF RANCHERS IS 'TRUE STORY' THEME

A high-handed rancher tries to build his cattle empire by forcing a woman into bankruptcy on "True Story," Saturday, July 26 (NBC-TV Network, 12 noon, EDT). Frank Marth plays the unscrupulous rancher and Loretta Leversee is the "Lone Woman," (title of the story). Jane Rose and John Kellogg star as neighboring ranchers.

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NBC-New York, 7/17/58



MERCEDES McCAMBRIDGE PLAYS WOMAN OF COURAGE ON 'WAGON TRAIN'

Mercedes McCambridge portrays a frightened woman who finds courage to save herself and her daughter from a life among bandits in "The Emily Rossiter Story" on "Wagon Train" Wednesday, July 30 (NBC-TV Network, 7:30-8:30 p.m., EDT).

Susan Oliver plays the daughter. Ward Bond and Robert Horton are the regular "Wagon Train" stars, portraying Seth Adams and Flint McCullough, respectively.

-----O-----

GIRL TESTS A LEGEND OF ROMANCE

Rhia Powell (Diane Foster), a Welsh girl living in New York firmly believes the old legend that a love proved three times will last forever in "Sometimes It Happens" on "Opening Night" Saturday, July 26 (NBC-TV Network, 9 p.m., EDT).

She meets handsome Phil Quade (Guy Madison) on a subway train and, though they are interested in each other they do not tell their names or addresses. They do meet again as a result of Rhia's dream, and she risks a third meeting to test the legend.

-----O-----

VINT BONNER FOILS A CROOKED SHERIFF

Vint Bonner (John Payne) substitutes Biblical support for six-gun backing to subdue a crooked sheriff in "Hornitas Town" on "The Restless Gun" Monday, July 28 (NBC-TV Network, 8 p.m., EDT). John Larch plays the sheriff and Peggy Castle has the important role of Amity Hobbs.

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# NBC COLOR TELEVISION NEWS

GOLF PRO RONNIE WARD RETIRES AS UNDEFEATED

CHAMPION ON DAYTIME 'HAGGIS BAGGIS'

The five-appearance rule finally toppled golf professional Ronnie Ward of Shawnee-on-Delaware, Pa., as champion of the daytime "Haggis Baggis" colorcast series.

Yesterday (July 16) was Ward's fifth appearance on the Monday-through-Friday quiz show (2:30 p.m., EDT). He won two more games and retired as an undefeated champion. Program rules limit a triumphant contestant to five shows.

Ward's prizes include an electric range, sofa-bed, two rugs, hi-fi console, 45 records, portable hi-fi, mosaic coffee table, silver coffee service, camera, 21-inch television set, white ceramic lamp, Dutch oven, electric griddle, electric frying pan, tape recorder, wardrobe of clothes, wrist watch and luggage.

The home jackpot prize also was won yesterday when a studio contestant correctly identified the mystery picture as actor Richard Widmark. This won a Scandinavia Airlines trip-for-two to Japan for Fred Lupino of Saranac Lake, N.Y., whose postcard was drawn during the show.

-----O-----

CAST CHANGE FOR 'KRAFT MYSTERY THEATRE' JULY 23

Olive Deering will portray the wife of a murder victim in "Focus on Murder," the drama on the NBC-TV Network's "Kraft Mystery Theatre" Wednesday, July 23 (9-10 p.m., EDT, colorcast) instead of Carole Gustafson, as previously announced.

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NBC-New York, 7/17/58









DOCTOR PRESCRIBES MURDER IN DRAMA WITH CHARLES BOYER

Charles Boyer plays a French doctor who prescribes murder as the remedy for a personal dilemma, in "Guests for Dinner" on "Alcoa Theatre" Monday, July 28 (NBC-TV Network, 9:30 p.m., EDT). Judith Braun and David Leonard are featured.

-----O-----

PERNELL ROBERTS TO PLAY VILLAIN IN TV 'HIAWATHA'

Pernell Roberts has been signed to portray the villainous Pau-Puk Keewis in "Hiawatha" on "Shirley Temple's Storybook" on the NBC-TV Network, Sunday, Oct. 5 (8 p.m., EDT). Roberts will co-star with John Ericson, who will play the title role.

Pau-Puk Keewis is the Indian who, because of jealousy of Minnehaha's love for Hiawatha, causes a magician to cast a spell on the maiden on the eve of her marriage. This will mark Roberts' third appearance in the "Storybook" series. He played Prince Thorabore in "The Sleeping Beauty" and Count Schoenfeld in "Rumpelstiltskin." Read Morgan, Katherine Warren and Richard Hale have featured parts in "Hiawatha," and David Garcia and Robert Warwick supporting roles.

Mitchell Leisen will direct "Hiawatha" which Frank Gabrielson adapted for TV from the narrative poem by Henry Wadsworth Longfellow.

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NBC-TV NETWORK PROGRAM SUPPLEMENT

Corrections and Additions (All Times EDT)

MONDAY, JULY 21 as of 7/17

10-11 P.M.

Peggy McCay, Mike Kellin, Jamie Smith and Gary Morgan are featured in "The Death of Paul Dane," starring Eli Wallach and Warren Stevens, on "Suspicion." Janice Rule is special guest star.

TUESDAY, JULY 22 as of 7/17

8-9 P.M.  
(COLORCAST)

Alfred Ryder, Valerie Bettis, James Zichery, Margaret Phillips, Bernard Kates and Russel Hardie star in tonight's mystery drama on "The Investigator." Lonny Chapman and Howard St. John co-star in this series each week.

11:15-1 A.M.

Add: Singer Paula Wayne is additional guest on "The Jack Paar Show."

WEDNESDAY, JULY 23 as of 7/17

9-10 P.M.

Kill: Carol Gustafson as cast member.  
Add: Olive Deering in "Focus on Murder" on "Kraft Mystery Theatre."

11:15 P.M.-1 A.M.

Add: Minnie Guggenheimer as additional guest on "The Jack Paar Show."

THURSDAY, JULY 24 as of 7/17

11:15 P.M.-1 A.M.

Add: Singer Danny Scholl is additional guest on "The Jack Paar Show."

FRIDAY, JULY 25 as of 7/17

11:15 P.M.-1 A.M.

Add: Singer Danny Scholl and sound effects impersonator Wes Harrison are additional guests on "The Jack Paar Show."

SATURDAY, JULY 26 as of 7/17

12 noon-12:30 P.M.

A rancher tries to build his cattle empire by forcing a woman into bankruptcy in "Lone Woman" on "True Story."

(more)

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2 - NBC-TV NETWORK PROGRAM SUPPLEMENT

WEDNESDAY, JULY 30 as of 7/17

9-10 P.M.  
(COLORCAST)

Two brothers, hitch-hiking to California, are accused of kidnaping and murdering a nine-year-old girl in "Death Wears Many Faces" on "Kraft Mystery Theatre."

SATURDAY, AUG. 2 as of 7/17

2:30 P.M. to  
conclusion

Today's "Major League Baseball" telecast is the San Francisco Giants - Milwaukee Braves game at County Stadium in Milwaukee.

8-9 P.M.  
(COLORCAST)

Singers Eileen Rodgers and Jerry Vale and comedienne Jean Carroll are guests on "The Bob Crosby Show."

THURSDAY, AUG. 7 as of 7/17

9-9:30 P.M.

Sock Miller (Jackie Cooper) faces complications when he tries to obtain a plot of land owned by a practical joker on "The People's Choice."  
(repeat)

SATURDAY, AUG. 9 as of 7/17

2:30 P.M.  
to conclusion

Today's "Major League Baseball" telecast is the Chicago White Sox-Detroit Tigers game at Briggs Stadium in Detroit.

8-9 P.M.  
(COLORCAST)

The Andrews Sisters, Edgar Bergen and singer George Hamilton IV are guests on "The Bob Crosby Show."

--O--  
END



NBC RADIO NETWORK PROGRAMS

ARNOLD STANG PERFORMS ON "BERT PARKS' BANDSTAND"

Comedian Arnold Stang of TV, stage and screen has been signed for a series of twice-a-week guest appearances on "Bert Parks' Bandstand," it was announced today by Robert Sadoff, producer of the live music program (NBC Radio Network, Mondays through Fridays, 11:05 a.m.-12 noon, EDT).

Stang became a TV favorite as a result of his weekly appearances on Milton Berle's program for several years. His performance in the movie, "The Man With the Golden Arm," won wide critical approval. Stang is currently touring the straw-hat circuit in "No Time For Sergeants."

REV. OLDSEN TO DISCUSS 'GUILT'

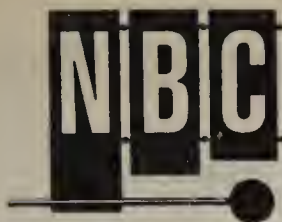
The Rev. Armin C. Oldsen, Summer guest speaker on "The Lutheran Hour," will discuss the topic, "Guilt," Sunday, July 27 (1:30 p.m., EDT). It will be the third of 10 weekly addresses on the theme, "Christ Helps Modern Man Solve His Problems."

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NBC-New York, 7/17/58







July 18, 1958

COVERAGE OF DECISIVE SECURITY COUNCIL SESSIONS AND SPECIAL NEWS  
TELECASTS MARK FOURTH DAY OF NBC-TV NETWORK'S  
REPORTING OF MIDEAST DEVELOPMENTS

- - -

NBC-TV Time Devoted to Mideast Story Exceeds 1,000 Minutes

With full coverage of this afternoon's voting session at the UN Security Council still to come, the NBC-TV Network's continuing blanket reporting of the Middle East crisis reached a four-day total of 1035 minutes at 3:30 p.m., EDT today (July 18).

Sixty-two minutes of the "Today" show were devoted to crisis coverage, including a filmed interview with Sir John Glubb -- who founded and trained the Arab Legion -- by NBC News Correspondent Joseph C. Harsch in London. "Today" also cut away to the United Nations for a live interview between NBC News UN correspondent Pauline Frederick and members of the United States delegation.

Merrill Mueller at the UN presented live commentary on events at the Security Council at 11 a.m., 11:24 a.m., 12 noon, 12:30 p.m., 2 p.m., 3 p.m., and 3:30 p.m., EDT.

(more)



## 2 - NBC-TV Coverage of Mideast Crisis

Another in the NBC-TV Network's series of complete up-to-the-minute major presentations was telecast today from 10 to 10:30 a.m., EDT. NBC News correspondents Frank McGee and Wilson Hall at Radio City, Pauline Frederick and Merrill Mueller at the UN, and Sander Vanocur in Chicago analyzed latest developments in the crisis. This was a live telecast.

At 2:30 p.m. EDT, Frank McGee at Radio City and Pauline Frederick at the UN presented a five-minute live summary of news.

Last night (July 17), NBC-TV was the first network on the air with live coverage of the late evening session of the United Nations. NBC-TV started coverage at the drop of the gavel at 8:43 p.m., EDT, and continued through the close of the session at 10:30 p.m., EDT

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### 29 PROGRAMS PRE-EMPTED, IN FULL OR PART, IN COVERAGE OF MIDEAST CRISIS BY NBC-TV NETWORK

In addition to eight one-minute bulletins telecast on the hour and half-hour, the NBC-TV Network pre-empted time from two more regularly-scheduled programs today (July 18) through 3:30 p.m., EDT. This brings to 29 the total number of shows pre-empted in full or in part in four days to cover latest developments on the Middle East crisis.

The programs pre-empted today (through 3:30 p.m., EDT) were:

"Dough Re Mi" -- 10-10:30 p.m., EDT.

"Haggis Baggis" -- 2:30-3 p.m., EDT.





# NBC RADIO NETWORK NEWS

July 18, 1958

"HOT LINE" REPORTS AND SPECIAL NEWS PROGRAMS HIGHLIGHT  
NBC RADIO NETWORK'S COVERAGE OF MIDEAST EVENTS

- - -

Seven Programs Are Pre-empted in Full or Part

The NBC Radio Network continued its up-to-the-minute coverage of the Middle East crisis today (July 18) with five "Hot Line" news reports, a summary of fast-breaking events by NBC News correspondents, and a special program devoted to reports from the world's capitals.

During the past four days, the NBC Radio Network has broadcast a total of 29 "Hot Line" news reports, eight news roundups and two special reports on the crisis. Seven programs have been totally or partially pre-empted by these broadcasts.

The "Hot Line" reports were broadcast at 10:38 a.m., 11:22 a.m., 11:31 a.m., 11:38 a.m. and 11:55 a.m. EDT, with NBC News correspondents Pauline Frederick, Lee Hall and Ben Grauer relaying the latest developments from United Nations headquarters.

"World News Roundup" (7:30-7:45 a.m., EDT), presented reports by Herb Kaplow from Washington, John Chancellor from Beirut, Pauline Frederick from the United Nations, Joseph C. Harsch from London, Irving R. Levine from Moscow, Cecil Brown from Tokyo and Ed Gough from New York.

(more)



2 - NBC Radio - Mideast Coverage

A special program, "Moment of Crisis," was broadcast at 1:05-1:20 p.m. The morning's developments were summarized by Pauline Frederick from the United Nations, David Brinkley from Washington, Geoffrey Godsell from Cairo, John Chancellor from Beirut, Irving R. Levine from Moscow, Bill Leeds from London, Alvin Rosenfeld from Jerusalem, and Welles Hangen from Amman.

In addition, the NBC Radio Network's "News-on-the-Hour" broadcasts were presented hourly starting at 7 a.m., EDT.

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NBC-New York, 7/18/58





## PRIME MINISTER OF GHANA TO 'MEET THE PRESS'

Kwame Nkrumah, prime minister of Ghana -- newest independent African state -- will be the guest on "Meet the Press" Sunday, July 27 (NBC-TV Network, 6-6:30 p.m., EDT; NBC Radio Network as part of "Monitor," 6:30-7 p.m., EDT).

Ghana, which formerly belonged to Great Britain, was unanimously voted into the United Nations in March, 1957.

The panel which will interview the prime minister includes May Craig of the Portland (Me.) Press-Herald, Clifton Daniel of the New York Times, Patrick O'Donovan of the London Observer and Richard Clurman of Time Magazine. Lawrence Spivak will be moderator of the program, which will originate live in New York.

"Meet the Press" is a Public Affairs presentation of NBC News.

NBC-New York, 7/18/58





# TELEVISION NEWS

July 18, 1958

'JACK PAAR SHOW,' ON EVE OF ITS FIRST ANNIVERSARY, TO ORIGINATE  
FROM HAVANA; CANTINFLAS AND THE ERNEST HEMINGWAYS  
ARE INVITED TO PARTICIPATE IN TELECAST

"The Jack Paar Show" will originate live from Havana, Cuba Monday, July 28 from 11:30 p.m. to 1 a.m., EDT. (11:15 to 11:30 p.m., EDT portion of the show will come from New York, with Hugh Downs acting as emcee.)

The major portion of the Havana telecast will be presented from the Tropicana nightclub. It is hoped that the Mexican pantomimist Cantinflas, who is making a motion picture in Mexico, will accept an invitation to fly to Havana and participate in the program.

NBC also has invited Ernest Hemingway and his wife to appear on the program. The Hemingways reside in the Havana area.

Other plans for the program include the appearance of the 78-piece Havana Symphony, directed by Jose Melis, pianist and orchestra leader on "The Jack Paar Show." Parisian chanteuse Genevieve also will travel to Cuba for the telecast.

A portion of the show will originate from the 28th story of the Habana Hilton Hotel.

(more)





This will mark the first time the Tropicana has been the site of a live television origination. The nightclub, which seats 1,800 people, is reputed to be one of the most lavish in the Western Hemisphere. The club's 22 piece orchestra, a 44-girl chorus line, a well-known Cuban dance team, "Freddy and Gladys," and the beautiful, blonde Gina Romand - "Miss TV of Cuba, 1958" -- will perform during the floor show. Outstanding talent from nightclubs other than the Tropicana also will appear on the program.

The program will be beamed to Miami for relay to the rest of the United States. There will be five cameras at the Tropicana, two atop the Habana Hilton, two mobile units in Havana and two more at the pickup site in Matanzos.

The invitation to "The Jack Paar Show" to complete its first year in television by originating from Havana -- the following night, July 29, marks the program's first anniversary on NBC-TV -- came from the executives of Station CMTV and from the Habana Hilton.

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NBC-New York, 7/18/58



July 18, 1958

TV CAMERA IN NAVY BALLOON 16 MILES UP WILL "SHOOT" EARTH'S  
SURFACE FOR DIRECT TELECAST ON "TODAY" SHOW

NBC-TV Network's "Today" will mark a notable "first" on Tuesday, July 22 when a television camera, mounted in a Navy balloon 16 miles in the air, will "shoot" the earth's surface from the fringes of inner space.

The unusual demonstration will be part of the "Today" telecast from Minneapolis, Minn., where the early morning news program will originate Monday through Wednesday, July 21 to 23. The ascension site is Crosby, Minn., and the experiment is under direction of the Office of Navy Research.

The balloon is on an experimental flight for the U. S. Navy. It will test, at 80,000 feet, the sealed cabin system of a gondola which will be used officially next November for carrying telescopes to view the planet Mars.

Within the gondola will be two Navy balloonists, Malcolm Ross and Lee Lewis, with whom Dave Garroway, on the ground, will be in a continuous and direct radio contact during the "Today" telecast on Tuesday.

"Today" is telecast over the NBC-TV Network, Monday through Friday, 7-10 a.m., EDT, except WRCA-TV; on WRCA-TV, 7-9 a.m., EDT.

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## FEATURE

July 18, 1958

'JACK PAAR SHOW'--A FABULOUS INFANT AND A NATIONAL FAVORITE--  
WILL CELEBRATE ITS FIRST TV ANNIVERSARY JULY 29

On Tuesday, July 29 "The Jack Paar Show" will be one year old. No year-old baby was ever the subject of more conversation than this fabulous infant has been. From coast to coast late-night television viewers have come to hang like doting parents on every novelty, every witty saying and every nip-up which the thriving program produces. As for its star, Jack Paar, his name often has replaced baseball scores for the chief topic of conversation at office coffee breaks, at afternoon bridge games or over back fences on the day following each edition of "The Jack Paar Show" (NBC-TV Network, Monday through Friday, 11:15 p.m. to 1 a.m., EDT).

It was early in 1958, when the big Paar boom was beginning to sweep the country, that Jack met one of his TV fans in a hotel elevator in Miami. The lady pointed to the bags under her eyes and said, "Thanks a lot." That was seven months ago, and today there are thousands and thousands more similarly red-eyed viewers in the same boat. As increasing numbers of TV viewers have become devoted to the show they learned that you cannot watch for "just 15 minutes." After 10 minutes, you're "hooked" for the night.

(more)



## 2 - First Anniversary

So successful has Paar been that from the network changed the program's title from "Tonight" to "The Jack Paar Show" in his honor.

No one would be quicker to admit than Paar that the show's first year has been "a wild and woolly one." This very quality is the reason why many people have given up watching old movies on late-night TV. It's more fun to be around when Elsa Maxwell, on the Paar Show, booms out one of her sweeping statements on what she thinks of Elvis Presley, or when Genevieve decides to cut Gypsy Rose Lee's hair or when Charlie Weaver begins to tell about Mount Idy.

"You might as well watch," one viewer wrote, "because every conversation I have all day seems to begin 'Did you SEE Jack Paar last night? Well, let me tell you what Zsa Zsa Gabor said!' If I didn't watch, I have to listen! Otherwise I can be the one to open the conversation. With the same question, of course!"

On the statistical side, "The Jack Paar Show" has racked up, within one year, 453 hours on the air. It has presented 737 guests, 1,330 songs and 421 piano selections by Jose Melis. The staff also has spent 910 hours in preparing to get these features on the air. Of course, the show's greatest attraction -- unplanned, untrammelled conversation -- is completely unrehearsed. Paar just sets the ball rolling - and it travels in many directions.

Various guests who appear frequently on "The Jack Paar Show" have acquired followers as devoted as Yankee or Giant fans. Many of these guests were already famous as actors, writers or public figures. The Paar Show, however, has presented them in a new light, to their delight. They have included Peter Ustinov, Hans Conried Dody Goodman,

(more)







### 3 - First Anniversary

Stanley Holloway, Zsa Zsa Gabor, Hermione Gingold, Cliff Arquette, Minnie Guggenheimer, Elsa Maxwell and Gypsy Rose Lee. Paar fans always feel they have "discovered" these people, however long they may have been on the scene.

To Paar aficionados, the completion of one year of the late-night show can start a spirited round of 'remember whens,' such as: the night Carol Burnett sang "I Made a Fool of Myself Over John Foster Dulles," which elicited nationwide response (even from the Secretary of State's office)...the time Jerry Lewis took over the show for a riotous 30 minutes...the famous ad-lib sessions between Jonathan Winters and Cliff Arquette...Zsa Zsa Gabor's hour and forty-five minute "monologues"...Milton Kamen's routine on the non-existence of the State of Wyoming...Dody Goodman's limerick contest...H.V. Kaltenborn's recollections of Churchill, Hitler and Mussolini...Elsa Maxwell's opinions of 'cafe society' figures...the exploding Bufferin bottle...the Yogi who lay down on sharp swords, while Jim Moran smashed a piece of concrete on the man's stomach with a sledge hammer, and emerged unscathed...Hermione Gingold's extemporaneous speeches on audience-selected topics...the "swallowing fish" which caused what seemed like half of New York trying to buy one of the toys...the night Stanley Holloway sang some of the "My Fair Lady" songs...Hugh Downs' introduction to the cast of the vocal effects following inhalation of helium...Jack's conversation with the dedicated Dr. Thomas Dooley concerning his work in Laos...the ad-lib improvisations of Jonathan Winters and Arthur Treacher as they pretended to be British Army officers in Hawaii...Jack Paar's surprise birthday party...the night Jack asked Hugh Downs to show the tattoo Bill Baird had painted on his leg...Allen Funt's film of the puzzled  
(more)



#### 4 - First Anniversary

people emerging from the cloak room which had been labeled 'rest room'...Danny Scholl's return to showbusiness following a tumultuous welcome from Jack's audience...

These and dozens of other events vie for the list of favorite events on the show.

As for the star, how does he feel about it? "This is no program," he says. "I just sit up here for an hour and three-quarters and defend myself."

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NBC-New York, 7/18/58







July 21, 1958

U. S. SENATORS AND LEADING NEWS ANALYSTS PARTICIPATE  
IN NBC-TV NETWORK PROGRAMS ON MIDEAST CRISIS;  
NAVY FILM STRESSES ROLE OF SIXTH FLEET

Four Sunday shows and a half-hour live wrapup this morning (July 21) highlighted the NBC-TV Network's reporting of the Middle East crisis since last week's total of 1135 minutes of network coverage.

On Sunday, July 20, a full-hour U. S. Navy film, "Sixth Fleet, Force for Peace," illustrating the importance of the fleet in our Mideast operations, was shown from 4-5 p.m. EDT.

At 5:30 p.m. EDT, "Comment" presented a combination up-to-the-minute report and long-range outlook on the crisis. Participants were Hanson Baldwin, military editor of the New York Times; Harry Ellis, author of "Israel and the Middle East"; and NBC News correspondents John Chancellor in Beirut and Joseph C. Harsch in London, both presented in films shot late last week especially for "Comment." NBC News Correspondent Merrill Mueller, on the scene at the United Nations all week, coordinated the program.

"Meet the Press," at 6 p.m. EDT, varied its usual format to present two key senators, both on the Foreign Relations Committee

(more)



## 2 - NBC-TV Coverage of Mideast Crisis

and former delegates to the UN General Assembly, as experts in discussing the U. S. role in the crisis. The senators, John Sparkman (D.-Ala.) and Alexander Smith (R.-N.J.), were each interviewed for 15 minutes. "Meet the Press" ordinarily has only one guest.

"Outlook," which had scheduled a report on the first weeks of the Gaullist regime in France, postponed this telecast to present Chet Huntley with films of the key moments at the UN last week and the arrival of the Marines in Lebanon, and a taped broadcast of Radio Cairo, illustrating the vitriolic propaganda being issued in six languages by that agency.

This morning's live summary was another in NBC News' series of reports on late-breaking developments in the crisis by its team of correspondents in Radio City, Washington and the UN.

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NBC-New York, 7/21/58







# NBC COLOR TELEVISION NEWS

July 21, 1958

TWO NEW COLORCAST PROGRAMS, 'GATEWAYS TO THE MIND' AND  
'THE ALPHABET CONSPIRACY,' WILL BE PRESENTED IN  
SCIENCE SERIES OF BELL TELEPHONE COMPANIES

"Gateways to the Mind," a "story of the human senses," and  
"The Alphabet Conspiracy," a study of the science of language, will  
be colorcast on the NBC-TV Network in the 1958-59 filmed Science  
Series sponsored by the Bell Telephone Companies.

"Gateways to the Mind" will be shown Thursday, Oct. 23  
(8:00-9:00 p.m., NYT) and "The Alphabet Conspiracy" Monday, Jan. 26  
(7:30-8:30 p.m., NYT).

These programs will be part of a series of four filmed  
features on science which will be colorcast by the Bell System. The  
other two programs will be repeats of last year's presentations,  
"The Strange Case of the Cosmic Rays" and "The Unchained Goddess,"  
both produced by Frank Capra. Dates for these presentations will be  
announced.

The Science Series programs combine entertainment and  
education with a blending of documentary film, animation and live  
action. Scientific accuracy is insured through research in cooperation  
with a board of distinguished scientists.

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## TWO JOIN NBC RADIO SALES STAFF AS ACCOUNT EXECUTIVES

Chet Young and Marshall Keeling have joined the NBC Radio Network sales staff as account executives, it was announced by William F. Fairbanks, National Sales Manager.

Mr. Young, who has a sales background of 20 years, was with CBS for the past eight years. Before that, he was in the sales department of Station WOR in New York for five years.

Mr. Keeling has returned to NBC after four years with the Paul H. Raymer Company, national radio and television sales representatives. He was Assistant Manager for Network Merchandising at NBC for two years.

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## PROGRAM CHANGE

'CONCENTRATION' STARTING DATE CHANGED TO AUG. 25

"Concentration" a new Monday-through-Friday TV entertainment game, will begin on the NBC-TV Network, Monday, Aug. 25, instead of July 28 as previously scheduled.

The program, based on the children's game of the same name, will star Hugh Downs as emcee.

"Truth or Consequences," which occupies the 11:30-12 a.m., EDT time spot Monday through Friday, will continue through Aug. 22.

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NBC-New York, 7/21/58

TWO JOBS AND ABOUT 1950 AS ACCOUNT EXECUTIVE

Over time and through various have joined the firm  
network sales staff on various executives, it was announced by  
William A. Harrison, National Sales Manager.  
The firm, who has a sales background of 20 years, has  
with 100,000 a good client base. Before that, he was in the  
sales management of National (N) in New York for five years.  
Mr. Harrison had returned to NYC after four years with  
the firm. He had previously worked in radio and television sales  
representatives. He was assigned manager for National Network  
and at that time two years.

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FOOTNOTES

FOOTNOTES: STARTING DATE CHANGED TO AUG. 1950

"Harrison" is now through-through-TV network  
salesman who will work on the NBC-TV Network. He will be  
in charge of sales of an advertising agency.  
The program of the children's game of the same  
name will now be done in color.  
"Harrison" is now through-through-TV network  
salesman who will work on the NBC-TV Network. He will be  
in charge of sales of an advertising agency.

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NBC-New York 7/21/50



PROGRAM CHANGE FOR 'TODAY'

The pictures of the earth's surface to be "shot" by a television camera in a Navy balloon 16 miles over Crosby, Minn. -- previously scheduled for telecast on the NBC-TV Network's "Today" Tuesday, July 22 -- will be shown instead Thursday, July 24. This television "first" has been rescheduled because of a delay in sending the balloon aloft.

-----O-----

PRODUCER ALVIN COOPERMAN TURNS DIRECTOR--FOR FIRST TIME--  
FOR "THE EMPEROR'S NEW CLOTHES" ON "STORYBOOK"

Alvin Cooperman, producer of NBC-TV's "Shirley Temple's Storybook" series, will turn director for the first time when production starts in October on the telefilm, "The Emperor's New Clothes," scheduled to be presented Tuesday, Nov. 25 (NBC-TV Network, 8 to 9 p.m., EDT).

Cooperman will direct the Hans Christian Andersen classic from a script by Norman Lessing, story editor and associate producer of the Storybook series.

Cooperman has been in showbusiness 20 years. He began before his graduation from New York University, by working part-time as an office boy for the Schubert Brothers. Later he was an advance man for touring theatrical productions, a Tin Pan Alley lyricist and a comedy writer. The latter job helped to pave his way into TV. Cooperman rose rapidly in television. After producing a Milton Berle show several years ago, he became executive producer of such NBC-TV Spectaculars as "Jack and The Beanstalk," "Dodsworth" and "Mayerling."

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NBC-New York, 7/21/58





## TRADE NEWS

July 22, 1958

12 ORDERS TOTALING \$725,000 REPORTED FOR NBC RADIO

A 13-week schedule for Q-Tips and a 52-week renewal of "The Lutheran Hour" paced increasing sales activity on the NBC Radio Network over the past three weeks. A dozen orders totaling \$725,000 in net revenue were announced today by William K. McDaniel, Vice President for NBC Radio Network Sales.

The campaign by the Q-Tips Sales Corporation for its cotton-tipped applicators, ordered through the Lawrence C. Gumbinner Advertising Agency, Inc., calls for 10 one-minute announcements a week in daytime and evening programs, starting Sept. 15.

Sponsorship of "The Lutheran Hour" (Sundays, 1:30 to 2 p.m. EDT) by the Lutheran Laymen's League was renewed through Gotham-Vladimir Advertising, Inc., effective Sept. 28.

Grove Laboratories, Inc., ordered 10 participations a week in "Monitor" for No Doz, beginning July 19. The order was placed through Garfield Advertising, Inc.

The American Tobacco Company, for Lucky Strike Cigarettes, renewed sponsorship of 10 "Bob and Ray" segments a week in "Nightline" and "Monitor" for 13 weeks, effective Aug. 14. The renewal was ordered through Batten, Barton, Durstine and Osborn, Inc.

Other advertisers placing new orders and their agencies are:

(more)





2 - Radio Orders

Reader's Digest Association, Inc., through J. Walter Thompson Company, quarter sponsorship of "NBC News-on-the-Hour" for four weeks, starting July 21.

American Motors Corporation, through Geyer Advertising, Inc., quarter sponsorship of "NBC News-on-the-Hour" for the week of Aug. 18. (This purchase is in addition to Rambler's regular sponsorship of the "Monitor" hourly news each weekend.)

Lehn and Fink Products Corporation for Lysol Pine Scent, through McCann-Erickson, Inc., 18 one-minute announcements and 18 30-second announcements a week in daytime programs for four weeks starting Oct. 20.

Parker Brothers, Inc., through Badger and Browning and Parcher, Inc., a special pre-Christmas campaign of four weeks, starting Nov. 24.

Radio Corporation of America, through Kenyon and Eckhardt, Inc., 11 participations a week in "Monitor" for three weeks, starting Sept. 5.

The Wildroot Company, through Batten, Barton, Durstine and Osborn, Inc., five five-minute segments in "Monitor" on the Aug. 8 weekend.

The Texas Company, through Cunningham and Walsh, Inc., 38 30-second announcements in "Monitor" Aug. 29 through Sept. 1. This is a saturation campaign keyed to the Labor Day weekend.

Olin Mathieson Chemical Corporation, through VanSant, Dugdale and Company, Inc., five 30-second participations a week in "Nightline" and "Monitor" from Aug. 30 to Sept. 19.

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NBC-New York, 7/22/58





## TRADE NEWS

July 22, 1958

TWO RENEWALS AND FOUR NEW ORDERS TOTALING \$370,000,  
ARE PLACED WITH 'TODAY' AND 'JACK PAAR SHOW'

Two renewals and four new orders, all totaling \$370,000 in gross revenue, have been placed with the NBC-TV Network's "Today" program and "The Jack Paar Show" during the past week, it was announced today by Jim Hergen, Manager, Participating Program Sales, for NBC.

The Insurance Company of North America, renewing for the fourth time, has ordered 19 participations on "Today" starting in October, N.W. Ayer and Son, Inc., is the agency.

The California Prune Advisory Board, through Botsford, Constantine and Gardner, also renewing, has ordered 22 participations on "Today" starting in October.

Advertisers placing new orders and their agencies are:

The American Can Company, through Compton Advertising, Inc., has ordered four participations on "Today" scheduled during September.

Andrew Arkin, for its ladies' dresses, through Hockaday Associates, Inc., has ordered one participation on "Today" for Sept. 8.

(more)





2 - Renewals and New Orders

Coopers, Inc., for its men's wear, through Henri, Hurst and McDonald, Inc., has ordered five participations on "The Jack Paar Show" starting in August.

Burgess Vibrocrafter, Inc., for its electrical sprayers and can openers, through Olian and Bronner, Inc., has ordered three participations on "The Jack Paar Show" starting in September.

("Today" is telecast on the NBC-TV Network Monday through Friday from 7-10 a.m., EDT, except WRCA-TV; on WRCA-TV from 7-9 a.m., EDT. "The Jack Paar Show" is presented Monday through Friday from 11:15 p.m.-1 a.m., EDT.)

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NBC-New York, 7/22/58

1. The following information is being furnished to you for your information:

2. This information is being furnished to you for your information.

3. This information is being furnished to you for your information.

4. This information is being furnished to you for your information.

5. This information is being furnished to you for your information.

6. This information is being furnished to you for your information.

7. This information is being furnished to you for your information.

8. This information is being furnished to you for your information.

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10. This information is being furnished to you for your information.

11. This information is being furnished to you for your information.

12. This information is being furnished to you for your information.



## FEATURE

July 22, 1958

"BERT PARKS' BANDSTAND," STARTING THIRD YEAR ON NBC RADIO NETWORK  
JULY 30, HAS NOTABLE RECORD OF LIVE MUSIC PROGRAMS,  
FEATURES AND HEADLINE PERFORMERS

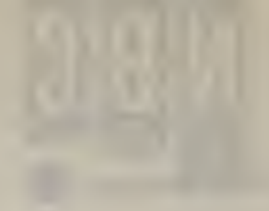
"Bert Parks' Bandstand," which starts its third year on the NBC Radio Network July 30, has a record of outstanding accomplishments in broadcasting live music.

On July 1, 1958, "Bert Parks' Bandstand" made the first multi-city daytime stereophonic broadcast, which was transmitted by the AM and FM facilities on the NBC Owned Stations in New York, Chicago, Washington and Pittsburgh. Widespread critical acclaim of the program led to a second stereophonic broadcast on July 14, with WTIC, NBC Radio affiliate in Hartford, Conn., added to the station list.

In recent months, special "Vaudeville Day" programs have presented famed old-time stars including two noted teams, -- Benny Fields and Blossom Seeley, and Wager and Carroll. "Seventy Years of Song," a tribute to songwriter Irving Berlin, and "Hurray for Hollywood," a salute to song hits from Hollywood films and "The Bob Crosby Story" among the special features.

When "Bert Parks' Bandstand" began on the NBC Radio Network on July 30, 1956 (it was then known as "Bandstand"), its announced objective was to present entertaining music played by the nation's leading orchestras. A long list of top bands have played on the "Bandstand," including those of Guy Lombardo, the Dorsey Brothers,

(more)



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## 2 - "Bert Parks' Bandstand"

Wayne King and Freddie Martin. The most notable aggregation, however, was a group of musicians led by Guy Lombardo which included Tommy and Jimmy Dorsey, Ted Lewis, Carmen Cavallaro, Russ Morgan, Johnny Long and Larry Clinton.

During the past two years, the program has presented headliners as guests, among them Lionel Hampton, Ralph Flanagan, Les Elgart, Julius La Rosa, Johnny Desmond, Shep Fields, Freddie Martin, Steve Allen, Tommy Leonetti, Dick Haymes, Xavier Cugat, and Charlie Spivak.

Comedians, including Dody Goodman, Arnold Stang, Will Jordan and double-talk expert Al Kelly, have appeared on the program. The roster of guest songstresses includes many new and rising stars, among them Terri Stevens, Carol Bennett, Teal Joy, Betty Ann Grove, Blossom Dearie and Pat Suzuki.

"Bandstand" regulars are host Bert Parks, who has been with the show since its start; orchestra leader Skitch Henderson and singers Dorothy Olsen, Richard Hayes, Stuart Foster and Bob Carroll.

Parker Gibbs and George Voutsas direct the program. Robert Sadoff is the producer.

("Bert Parks' Bandstand" is broadcast by the NBC Radio Network Mondays through Fridays, 11:05 a.m.-12 noon, EDT).

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NBC-New York, 7/22/58



July 22, 1958

"OUTLOOK'S" 100TH TELECAST TO FOCUS ON ARKANSAS PRIMARY  
AND GOV. FAUBUS' FIGHT FOR THIRD TERM

Orval Faubus' battle for a third term as governor of Arkansas -- and the impact which his election would have on his state, the South and the future of America -- will be covered in the 100th telecast of Chet Huntley's "Outlook" Sunday, July 27 (NBC-TV Network, 6:30-7 p.m., EDT).

Faubus, trying to be the first man to win a third term since the turn of the century, is opposed for renomination by Judge Lee Ward and meat packer Chris Finkbeiner in the Arkansas Democratic primary July 29. As Arkansas' self-appointed symbol of resistance to court-ordered integration, however, he has chosen different battle lines -- Orval Faubus on one side, and Pulitzer Prize-winning editor of the Arkansas Gazette, Harry Ashmore, and a nebulous group of "outsiders," whom Faubus accuses of interference, on the other. The telecast includes an interview with Ashmore.

NBC News Correspondent Sander Vanocur and director James Kitchell traveled through the state with the three candidates, filming Faubus' 50-car caravan -- with loudspeakers blaring "Dixie" -- and the helicopter which Ward has used to hop from town to town.

(more)





The immense power which Faubus would have if elected is illustrated by the provisions of the Mack-Blackwell Amendment, passed in 1951. On the theory that no governor would be in office more than two terms, the amendment states that the chief executive officer may appoint no more than one member of the highway commission per term. The commission has five members, and, in this time of greatly expanded Federal spending for highway programs, a third Faubus appointee would, in effect, establish a political dynasty for him.

The election of Faubus, who has flatly said that he will not integrate Arkansas schools against the wishes of the people in the state, would have repercussions throughout the South. Ward and Finkbeiner, in their integration statements, offer to operate within the law.

Reuven Frank is the producer of "Outlook."

-----O-----

NBC-New York, 7/22/58





July 23, 1958

CHET HUNTLEY FLIES TO BEIRUT TO PREPARE SPECIAL FULL-HOUR  
'OUTLOOK' TV REPORT ON AMERICAN GIs IN LEBANON

Chet Huntley flies to Beirut tonight (July 23) to prepare a special "Outlook" report on the American GI in Lebanon, tentatively scheduled for Sunday, Aug. 3, as a full-hour telecast on the NBC-TV Network (6:30-7:30 p.m., EDT). Huntley leaves New York at 9:30 p.m. EDT, via KLM Flight 640 and arrives in Beirut the morning of July 25.

"With more American troops than Lebanese troops in Lebanon," Huntley says, "there are some 10,000 homes in the United States wondering about their sons. In the midst of a sophisticated city, where life for the Beirut citizens is going on about as usual, American GIs are living in foxholes and eating C rations.

"This is going to be their story," Huntley emphasizes.

The coverage of the crisis by the press, radio and television, he feels, has not delved extensively into the story of American Marines in "strange surroundings in a strange country, who are supposed to be -- many experts tell us -- obsolete."

In Beirut, Huntley will work closely with NBC News' team of cameramen and correspondents, particularly cameraman Henry Toluzzi and newsman John Chancellor.

Huntley was preceded into Beirut by "Outlook" director Jack Sughrue, who left via the KLM 640 flight Tuesday night (July 22).

-----O-----





TV STATION KCMT IN ALEXANDRIA, MINN., TO BECOME NBC AFFILIATE

Station KCMT, Channel 7, in Alexandria, Minn., will become affiliated with the National Broadcasting Company on Sept. 1, it was announced today by Harry Bannister, Vice President in charge of Station Relations for NBC.

The TV station, which will go on the air Sept. 1, will be an optional interconnected affiliate of NBC. It will operate on a visual power of 25.8 kw from an antenna height of 1,120 feet above the average terrain. The station will be included in NBC's Program Extension Plan (PEP) station group.

KCMT is owned by the Central Minnesota Television Company.

-----O-----

NBC-New York, 7/23/58



FRED HAMILTON IS APPOINTED DIRECTOR, FILM PROGRAMS,  
FOR NBC-TV NETWORK'S PACIFIC DIVISION

Fred Hamilton has been appointed Director, Film Programs, for the NBC Television Network's Pacific Division, it was announced by Alan W. Livingston, Vice President, Television Network Programs, Pacific Division.

In his new position Mr. Hamilton will supervise all network film shows emanating from Hollywood. Mr. Hamilton, who has been Manager of Film Program Operations since December, 1957, joined NBC's Pacific Division in January, 1956, as Assistant Television Program Manager. In April, 1956, he was named Television Program Supervisor.

Before coming to NBC, Mr. Hamilton had been with the Sam Jaffe Agency for five years and with the Music Corporation of America for three years, joining the latter organization in 1948. He is a native of Los Angeles, and attended Harvard Military School in San Fernando, and the University of Southern California.

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NBC-New York, 7/25/58

THE HAMILTON IS A... DIVISION...

FOR THE... DIVISION...

The Hamilton has been... Division...

The Hamilton has been... Division...

The Hamilton has been... Division...

The Hamilton has been... Division...

The Hamilton has been... Division...

The Hamilton has been... Division...

The Hamilton has been... Division...

The Hamilton has been... Division...

The Hamilton has been... Division...

The Hamilton has been... Division...

The Hamilton has been... Division...

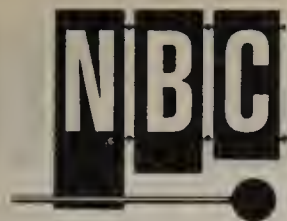
The Hamilton has been... Division...

The Hamilton has been... Division...

The Hamilton has been... Division...

W.C. Hamilton, Jr.





# TELEVISION NEWS

3-X-H

July 28, 1958

"IS THERE A MAFIA?"--SPECIAL TELECAST OF NBC NEWS TO SEEK ANSWER

"Is There a Mafia?"

NBC News will seek the answer Friday, Aug. 29, in a half-hour report -- live and filmed -- on the facts and legends behind the Mafia (NBC-TV Network, 8:30-9 p.m., EDT).

With NBC News correspondent Frank McGee as narrator-newsman, the telecast will explore two primary areas of thought:

(1) The McClellan Senate committee -- and the Kefauver committee before it -- has sought to show that the Mafia is the background of all organized crime in the United States. Dozens of witnesses have so testified.

(2) Others -- equally qualified to testify -- contend that the Mafia is merely a large Sicilian family affair, which just happens to engage in law-breaking activities.

Thus, the question "Is the Mafia a worldwide criminal conspiracy, with the United States its base of operations?" remains unanswered.

NBC News will delve into the source of the Mafia -- Sicily -- and will trace its expansion into New York, Chicago, Detroit and other centers of organized crime. Interviews will be held with leading law-enforcement officials, and the testimony of Congressional crime committees will be reviewed.

Chet Hagan will produce the telecast for NBC News. Bob Priaulx will direct.

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# NBC RADIO NETWORK NEWS

July 28, 1958

LEADING EDUCATORS TO TAKE 'A HARD LOOK AT U. S. SCHOOLS' IN FOUR WEEKLY  
NBC RADIO PROGRAMS IN COOPERATION WITH NATIONAL EDUCATION ASSOCIATION

Leading U. S. educators will assay the present state of the nation's schools in a series of four weekly NBC Radio Network broadcasts to be presented in cooperation with the National Education Association on successive Wednesdays (10:05-10:30 p.m., EDT), starting Aug. 6. Series title: "A Hard Look at U. S. Schools."

Dr. James B. Conant, former president of Harvard University and former U. S. ambassador to West Germany, will take part in the first broadcast, "Are We Providing Talented Children with the Education for Leadership?" Dr. Conant, who is currently director of the Study of the American High School (a project financed by a grant from Carnegie Corporation of New York under auspices of the Educational Testing Service of Princeton, N. J.), will discuss the question with Dr. Morris Meister, president of Bronx Community College, and Martha A. Shull, past president of the N. E. A. and a teacher of high school English in Portland, Ore. Ben Grauer will be moderator.

Topics for subsequent weeks will be "Are We Preparing Our Children for Tomorrow's World?," Aug. 13; "How Much Should a Good School Cost?," Aug. 20, and "What Is a Good Teacher?," Aug. 27. Speakers will be announced later. The four-part series, to be tape-recorded in advance in Washington, D. C., and New York, will be an NBC Public Affairs presentation.

THE BELLING NEWS

THE BELLING NEWS  
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BELLING, MASS.

## JACK PAAR IS SUBJECT OF McCALL'S FEATURE

"How does Jack Paar get away with it?" asks author John Reddy in a humorous article in the August issue of McCall's magazine. Reddy traces the show business career of the star of "The Jack Paar Show" (NBC-TV Network, Monday through Friday, 11:15 p.m. to 1 a.m., EDT).

The author describes Paar as "a man of tireless vocal cords and no conversational inhibitions" and quotes him as saying: "I'm just a talker. Asking me a question is like taking your finger out of the dike." The article describes the manner in which the witty Paar manages to fill 105 minutes of time five nights a week on the network with "conversational charm and a frightening degree of honesty."

"I always felt there was a place in TV for a comic who didn't put a lampshade on his head and act like the life of the party," Paar told the author. "There had to be a place for just nice music and gentle, amusing, frank conversation."

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## MILTON BERLE SIGNS MILT JOSEFSBERG TO WRITING STAFF

Milton Berle has signed Milt Josefsberg to the writing staff for the "Milton Berle Starring in the Kraft Music Hall" series which will be colorcast on the NBC-TV Network for the 1958-59 season Wednesday nights starting Oct. 8 (9-9:30 p.m., NYT).

Josefsberg was a comedy writer for Bob Hope for six years and for Jack Benny for 11 years. He will work on the Berle series with Hal Goodman and Larry Kline, each of whom previously wrote for Steve Allen. As announced previously, Hal Kantor will be head writer as well as producer-director of the Berle shows.

-----O-----

NBC-New York, 7/28/58









# TELEVISION NEWS

July 29, 1958

TELEVIEWERS WILL "MEET MR. LINCOLN" AS CONTEMPORARIES SAW HIM  
IN NBC SPECIAL PROJECTS PROGRAM ON LINCOLN'S SESQUICENTENNIAL

A wealth of authentic Americana never before tapped for television will emerge in a novel NBC Special Project program portraying Abraham Lincoln as his contemporaries saw him.

The program, designed to coincide with the nationwide celebration of Lincoln's 150th birthday anniversary next year, is now in the making under direction of Donald B. Hyatt, head of Special Projects.

Utilizing a technique new to TV, the program will bring Lincoln and his era to life from period photographs, prints, woodcuts, lithographs, posters, engravings, drawings and sketches. The script, by Richard Hanser, will be almost wholly in Lincoln's own words. Music of the time will be heard in orchestral and vocal arrangements by Robert Russell Bennett.

The program, titled "Meet Mr. Lincoln," will be a half-hour black-and-white film. Date of telecast will be announced later.

As outlined by Hyatt, the Special Projects treatment of the Lincoln story will be in many ways similar to that used for its earlier "Project 20" productions, all of which have been devoted to reconstructions of 20th century history.

(more)



"The chief innovation," Hyatt said, "will be our use of historic stills rather than news film footage. Though each individual picture will remain motionless, the effect we will achieve is one of momentum from one visual image to the next, with a cumulative sense of action and progression infused into each sequence. Using this technique, which we intend to improve and perfect by methods of our own, we can bring to TV great blocks of the distant past."

Copious pictorial material on Lincoln as his contemporaries knew him is available on every aspect of his life, from the log-cabin birth to the assassination in Ford's Theatre. Hundreds of pictures exist on every phase of the Civil War, conveying graphically all its highlights and sidelights from Fort Sumter to Appomatox.

"We plan to do a rousing and compelling sequence on the Civil War itself, supplementing actual photographs with on-the-spot drawings and paintings," Hyatt said. "The life of the times, from the New York draft riots to P. T. Barnum and Tom Thumb, from a White House ball to the workaday worlds of the Confederacy, will become an integral part of our story. We hope to set the man against the background of the world he lived in."

Richard Hanser, who will write the script, is a long-time student of Lincoln and the Civil War. His articles on Lincoln have appeared in The Reader's Digest, Saturday Review, and other magazines and have been translated into many languages. He was co-author with the late Henry Salomon of NBC's "Project 20" programs ("The Innocent Years," "The Great War," "The Jazz Age," "Nightmare in Red," "The Twisted Cross," "Call to Freedom," and "Three, Two, One -- Zero!") and the earlier "Victory at Sea" series.

(more)







3 - "Meet Mr. Lincoln"

Robert Russell Bennett, who will build the score from Northern and Southern tunes of the time, is noted as both composer and arranger. He wrote original scores for three of the "Project 20" programs ("Nightmare in Red," "The Twisted Cross," and "Three, Two, One -- Zero!") and arranged the music for the four others as well as "Victory at Sea."

-----O-----

NBC-New York, 7/29/58

Robert Kennedy himself, who will surely be remembered  
for his leadership and his courage in the face of the  
most difficult and dangerous situations of the  
present. He was a man of great vision and  
of great courage. He was a man who was  
not afraid to stand up for what he believed in.  
He was a man who was not afraid to take  
the risk of failure. He was a man who was  
not afraid to die for his country.

Robert Kennedy, 1961-1968

FILM PRODUCER STANLEY KRAMER

ON 'YOUTH WANTS TO KNOW'

Hollywood producer Stanley Kramer will be the guest on "Youth Wants to Know" Sunday, Aug. 3 (NBC-TV Network, 4:30-5 p.m., EDT; NBC Radio as part of "Monitor," 10:30-11 p.m., EDT).

Steve McCormick will moderate this New York-originated presentation. Teenagers from the New York area will interview Mr. Kramer.

"Youth Wants to Know" is a Public Affairs presentation of NBC News.

DAYTIME 'TIC TAC DOUGH' SHOW OBSERVING SECOND BIRTHDAY

NBC-TV's "Tic Tac Dough" (Monday through Friday at 12 noon, EDT) will be two year's old tomorrow (July 30).

In 104 weeks on the network, "Tic Tac Dough" has given some \$675,000 to brainy contestants. Barry and Enright, the producers, have fed some 1,560 contestants approximately 13,000 questions.

The Thursday night colorcast "Tic Tac Dough" series (7:30 p.m., EDT), will be one-year-old Friday, Sept. 12.

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NBC-New York, 7/29/58

WFO-TV'S "THE BUNCH" (MONDAY THROUGH FRIDAY)

ON MONDAY NIGHTS TO MONDAY

Following, various Special Events will be held

on "You're What's to Know" (Monday, Tuesday, Wednesday, Thursday, Friday)

7:00-8:00 p.m., WFO-TV; 8:00-9:00 p.m., WFO-TV; 9:00-10:00 p.m., WFO-TV

WFO-TV

Steve McGowan will moderate this new four-part series

entitled, "You're What's to Know" from the New York area will interview

the guests.

"You're What's to Know" is a public affairs presentation

of WFO-TV.

WFO-TV'S "THE BUNCH" (MONDAY THROUGH FRIDAY)

WFO-TV's "The Bunch" (Monday through Friday) is now

in its 10th year (July 30).

In the weeks of the network, "The Bunch" has given

over 100,000 to the network. Many and varied the network

has had over 1,000 contestants approximately 1,000 guests.

The Thursday night edition of "The Bunch" is now

on WFO-TV (WFO-TV) will be on WFO-TV (WFO-TV) on

WFO-TV

WFO-TV (WFO-TV)





# NBC COLOR TELEVISION NEWS

## NBC-TV NETWORK COLORCAST SCHEDULE

Aug. 10-16 (All Times EDT)

### Sunday, Aug. 10

8-9 p.m. -- "Steve Allen Presents Steve Lawrence and Eydie Gorme" -- music, comedy and variety. Tonight's guests are Janis Paige, Julius LaRosa and Lionel Hampton.

9-10 p.m. -- "The Chevy Show" -- music, comedy and variety starring Edie Adams, Janet Blair and John Raitt, with guest star Dorothy Kirsten and featuring comedian Stan Freberg.

### Monday through Friday, Aug. 11-15

12:30-1 p.m. -- "It Could Be You" -- audience-participation program with surprises, starring Bill Leyden as host.

2:30-3 p.m. -- "Haggis Baggis" -- the new game program starring Fred Robbins as emcee.

### Tuesday, Aug. 12

8-9 p.m. -- "The Investigator" -- Lonny Chapman (as investigator Jeff Prior) and Howard St. John (as the investigator's father, Lloyd Prior) co-star in this "live" mystery series.

### Wednesday, Aug. 13

9-10 p.m. -- "Kraft Mystery Theatre" -- Tonight's drama is "Night Cry" by Larry Cohen. A veteran police officer hides the body of a murder suspect he has unintentionally beaten to death.

(more)



2 - NBC-TV NETWORK COLORCAST SCHEDULE

Thursday, Aug. 14

7:30-8 p.m. -- "Tic Tac Dough" -- Jay Jackson is emcee of this audience-participation program which is based on the game of "Tic Tac Toe."

10-10:30 p.m. -- "The Price is Right" -- The audience-participation program which tests the contestant's ability to judge the value of merchandise. Bill Cullen is emcee.

Friday, Aug. 15

7:30-8 p.m. -- "Big Game" -- Tom Kennedy is host of this new audience-participation program with a big game hunting theme.

Saturday, Aug. 16

8-9 p.m. -- "The Bob Crosby Show" -- starring Bob Crosby with dancer Gretchen Wyler, and guest stars.

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NBC-New York, 7/30/58





SCHEDULE CHANGE FOR 'OUTLOOK' REPORT ON GIs IN LEBANON

The filmed report on the American GIs in Lebanon, which Chet Huntley is now preparing in Beirut, will be telecast on "Outlook" Sunday, Aug. 10 (NBC-TV Network, 6:30-7:30 p.m., EDT) instead of Sunday, Aug. 3, as previously announced.

On Sunday, Aug. 3 (6:30-7 p.m., EDT), "Outlook" will present a progress report on the Gaullist regime in France, prepared by Huntley in the French capital earlier this month.

'TRUTH OR CONSEQUENCES' SWITCHING FROM MORNING  
TO AFTERNOON SPOT ON NBC-TV BEGINNING AUG. 25

"Truth or Consequences" becomes an afternoon show when it moves into the NBC-TV Network 2 to 2:30 p.m., EDT, Monday-through-Friday time-spot Aug. 25. The pioneer audience-participation show, starring Bob Barker as emcee, is currently presented on NBC-TV in the 11:30 a.m.-12 noon, EDT, Monday-through-Friday period.

"Truth or Consequences" will take over the afternoon time-spot now held by "Lucky Partners."

"Concentration," a game show starring Hugh Downs, will be telecast in the Monday-through-Friday 11:30 a.m.-12 noon, EDT, spot beginning Aug. 25.

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NBC-New York, 7/30/58



# NBC RADIO NETWORK NEWS

July 30, 1958

'INTERNATIONAL BANDSTAND,' NEW NBC RADIO SERIES,  
WILL PRESENT NOTED OVERSEAS ORCHESTRAS MONDAYS

"International Bandstand," a new series of programs featuring outstanding orchestras from overseas, will be presented on the NBC Radio Network Mondays from 10:05 to 10:30 p.m., EDT, beginning Monday, Aug. 4.

Ted Heath and his world-famous Orchestra, from London, will entertain during August. Subsequent programs will feature Eddie Sauter and his Orchestra, from Baden-Baden, where Sauter supervises the Jazz Department of Southwest German Radio. Music by leading orchestras in Sweden, France and Japan will be presented later in the series.

"International Bandstand" replaces "Classical Music for People Who Hate Classical Music."

1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 26

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.



CREATOR-PRODUCER WIN ELLIOT OF 'WIN WITH A WINNER'

ALSO BECOMES EMCEE OF THE NBC-TV NETWORK SERIES

Win Elliot, creator and producer of the NBC-TV Network's "Win With a Winner" quiz (Tuesdays, 7:30 p.m., EDT), has also become the show's emcee. He replaces Sandy Becker, who has bowed out because of other television commitments.

Elliot formerly was emcee of such NBC television and radio quiz shows as "On Your Account," "Break the Bank" and "County Fair." He currently teams with Don Dunphy as the NBC Radio Network broadcasters for the "Gillette Cavalcade of Sports" Friday night boxing bouts.

Appearing with Elliot on "Win With a Winner" is "post-card girl" Rita Hayes.

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NBC-New York, 7/30/58

CREATING PHOENIX WIN ELLIOT OF 'WIN WITH A WINNER'

ALSO RECOVERS INDEX OF THE NBC-TV NETWORK SHIRTS

Win Elliot, creator and producer of the NBC-TV Net-  
work's "Win With a Winner" quiz (Thursdays, 7:30 p.m., EDT), has  
also become the show's emcee. He replaces Sandy Becker, who has  
powed out because of other television commitments.

Elliot formerly was emcee of such NBC television and

radio quiz shows as "On Your Account," "Black the Tank" and

"County Fair." He currently teams with Len Dunphy as the NBC

Radio Network broadcaster for the "All-Star Cavalcade of

Sports" Friday night boxing bouts.

Appearing with Elliot on "Win With a Winner" is "post-

card girl" Rita Hayes.

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WED-NEW YORK, 7/30/56

PAULINE FREDERICK'S UNITED NATIONS PROGRAM TO BE REGULAR  
THURSDAY "NIGHTLINE" FEATURE ON NBC RADIO NETWORK

Pauline Frederick's weekly NBC Radio Network program from United Nations headquarters in New York will become a regular part of "Nightline" on Thursdays from 9:45 to 10 p.m., EDT, starting Aug. 7. The program, "Pauline Frederick at the UN," has been a Wednesday night feature. (Final Wednesday broadcast: July 30.) Miss Frederick presents interviews with members of UN delegations, recordings of highlights of UN sessions, and her own analysis of the international scene. As NBC News commentator and UN correspondent, she won a Peabody Award in 1955 for "distinguished services" in interpreting the UN and its agencies.

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"FAMILY LIVING '58" GETS WEDNESDAY SPOT ON "NIGHTLINE"

NBC Radio's "Family Living '58" will become a regular part of "Nightline" on Wednesdays from 9:35 to 10 p.m., EDT, starting Aug. 6. The program has been a Thursday night feature. (Last Thursday broadcast: July 31.)

Dana Andrews, film star and father of four, will join Jack O'Connell, editor-in-chief of Cosmopolitan Magazine, in discussion of the question "Is the Changing Role of Father Leading to Family Oblivion?" This will be the second part of a two-installment survey of the topic. Arlene Francis is moderator of the program, which explores all aspects of family life.

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## TRADE NEWS

July 31, 1958

BULOVA WATCH COMPANY WILL CO-SPONSOR THREE MAJOR NBC-TV NIGHTTIME SERIES--'ED WYNN SHOW,' 'M SQUAD' AND 'DRAGNET'--STARTING IN FALL

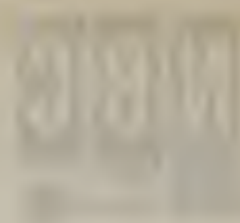
The Bulova Watch Company, Inc., will co-sponsor three major nighttime programs on the NBC-TV Network starting this Fall, it was announced jointly by John H. Ballard, President and Chief Executive Officer of the Bulova Watch Company, Inc., and Robert E. Kintner, President, National Broadcasting Company.

The programs are the "Ed Wynn Show" which will premiere on the network Thursday, Sept. 25, 8-8:30 p.m., (NYT); "M Squad," telecast Fridays, 9-9:30 p.m. (NYT), and "Dragnet," which will be seen at a new day and time -- Tuesdays, 7:30-8 p.m. (NYT) -- beginning Sept. 23. "Dragnet" is currently telecast Thursdays, 8:30-9 p.m. (NYT).

In announcing the new Bulova TV schedule Mr. Ballard stated: "This will be the biggest Fall-Christmas advertising campaign in the history of the entire watch and jewelry industry. Moreover, we are currently negotiating for additional network commercial time. As a result, our forthcoming Fall-Christmas advertising will be markedly increased in effort, as well as appropriation, over last year."

As previously announced, the "Ed Wynn Show" will be sponsored on the other alternate weeks by Liggett and Myers Tobacco

(more)



THE NEW YORK TIMES

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Company. The American Tobacco Company is the other alternate week sponsor of "M Squad."

The "Ed Wynn Show" will star the actor-comedian as a vigorous and wily old widower with a genius for solving other people's problems. Wynn portrays John Beamer who lives in a college town with his two granddaughters. "M Squad," NBC-TV's realistic detective series, stars Lee Marvin as Detective Lieutenant Frank Ballinger, a highly trained specialist of the Chicago Police Department. "Dragnet" created, produced and directed by Jack Webb (who stars in the role of Joe Friday), will begin its seventh season in the Fall.

McCann-Erickson, Inc. is the agency for the Bulova Watch Company.

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BOB HOPE TO BE HONORED AT CHICAGO DINNER AUG. 22
--

Bob Hope, NBC-TV and NBC Radio Network star, who started his career as a comedian at a Chicago theatre in 1929, will be tendered a testimonial dinner in that city Friday, Aug. 22, for his numerous contributions of time to civic and philanthropic organizations and for his work in building morale for members of the American Armed Forces throughout the world.

Proceeds of the \$50-a-plate affair, which will be held in the Gold Room of the Congress Hotel, will be donated to the La Rabida Jackson Park Sanitarium for research into rheumatic fever. The dinner will be sponsored by prominent Chicagoans.

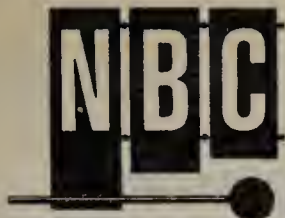
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NBC-New York, 7/31/58









July 31, 1958

NBC NEWS LOOKS AHEAD TO NEW HORIZONS IN ELECTRONIC JOURNALISM  
AFTER REVIEWING YEAR OF ITS OUTSTANDING ACHIEVEMENTS IN FIELD

After four days of the most extensive coverage in television history of an unscheduled event -- 1,135 minutes of network time devoted to coverage of the Middle East crisis -- NBC News looks back on a year of vastly increased production and ahead to new horizons in electronic journalism.

A 20 per cent upswing in the amount of news presented on the air -- marked by a score of major radio and television special programs -- has highlighted the year of achievement.

William R. McAndrew, Vice President, NBC News, says: "The emphasis on our news coverage during the past 18 months has been the greatest in years. During the next six months to a year, we foresee even greater concentration in this area -- not only in spot coverage, but also in the vital area of news-in-depth."

In the immediate future, NBC News has scheduled the following major specials:

Sunday, Aug. 3 -- (NBC-TV Network, 6:30-7 p.m., EDT) -- A special "Outlook" report by Chet Huntley, filmed in and around Paris, on the Gaullist regime in France. Gen. de Gaulle's placement before the French people of a new constitution this week has made this tele-cast even more timely.

(more)



Thursday, Aug. 7 -- (NBC Radio Network, 9:05-10 p.m., EDT)

An analysis of the vast untapped forces of the weather. Experts will examine world-wide pioneering efforts to control the weather and will discuss the almost unlimited potential of weather control -- that enormous force which one participating scientist calls "a greater weapon than a thermo-nuclear bomb."

Sunday, Aug. 10 -- (NBC-TV Network, 6:30-7:30 p.m., EDT) --

A full-hour report by Chet Huntley on the American GI in Lebanon. Huntley spent a week on-the-scene preparing the story of the thousands of American boys living in foxholes and eating C rations in the midst of a sophisticated, business-as-usual city. This will be, says Huntley, the first extensive coverage of the American Marines "in strange surroundings in a strange country, who are supposed to be -- many experts tell us -- obsolete."

Friday, Aug. 29 -- (NBC-TV Network, 8:30-9 p.m., EDT) -- A

report seeking the answer to the question, "Is There a Mafia?" The telecast, with NBC News correspondent Frank McGee as narrator-newsman, will delve into the facts and legends behind what some observers call the background of all organized crime in the United States, and others term merely a large Sicilian family affair (which just happens to engage in law-breaking activities).

During the heat of the first days of the Middle East crisis, NBC News shifted its world-wide staff of newsmen to provide saturation coverage of up-to-the minute developments. Correspondents and camera-men were flown into the crisis area from New York, Washington, and many foreign capitals -- with perhaps the most heroic feat being Tom Streithorst's 620-mile taxi trip through the desert from Beirut to

(more)







Baghdad, to become the first TV and radio newsman to reach the Iraq capital after the recent coup.

To bring television audiences the complete story of developments in the Middle East, some 30 regularly-scheduled network telecasts were pre-empted from July 15 to 18 for news specials.

Looking back through the past 12 months, Chet Huntley's hour-long interview with Tunisian President Habib Bourguiba on Aug. 18, 1957 set a high standard for the coming year, winning an Overseas Press Club award for "best radio or TV interpretation of foreign affairs."

During October, 1957, and the following months when America's interest turned skyward to the orbiting Russian sputniks and U. S. satellites, NBC News presented a series of half-hour TV "sputnik specials."

The year-end telecast, "Projection '58," presented Dec. 29, featured analyses from NBC News' foreign correspondents brought to New York for a penetrating look at the year ahead.

On Jan. 5, a TV news special was devoted to the first Rockefeller Brothers Fund Report. The telecast was made just one-half hour after the report was released.

Vice President Nixon's return from his South American trip and his subsequent speech at the Washington Press Club were covered by NBC News, on May 15 and May 21, respectively.

Perhaps the most widely praised enterprise of the year was Chet Huntley's first-hand report May 18 on "Israel: The Next Ten Years," a 90-minute study of that country's future, culled from over 40,000 feet of film shot during Huntley's trip there.

(more)

"...and I'm not going."

This major production was followed a week later by a one-hour telecast on New York's "600 Schools," special institutions combatting the city's juvenile delinquency problem.

Recently, "Outlook," NBC News' Sunday feature, has presented a report on the Arkansas primary, another interview with President Bourguiba and one with Gaullist deputy Jacques Soustelle (during the French crisis), a discussion of the Italian postwar industrial renaissance, and interviews with two noted educators -- Dr. Robert M. Hutchins and Dr. William G. Carr -- on "The Purpose of American Education."

In the latter field, NBC News also presented a special telecast July 18, titled "How Good Are Soviet Colleges?" Three of the eight distinguished educators who were the first official observers permitted inside Russian institutions of higher learning were interviewed by Chet Huntley in Paris.

"Comment," the half-hour Sunday series (NBC-TV Network, 5:30-6 p.m., EDT) tied in closely to the major stories of the week, has continuously presented high-level analysis of late-breaking news. Last week, filmed interviews were presented with Lebanese rebel leaders, Lebanese president Camille Chamoun, Admiral James Holloway and Ambassador Robert Mills McCormick -- all key figures in the Middle East situation. The July 13 "Comment" show was shot in Alaska and titled "The Meaning of Statehood."

The NBC-TV Network's "Today" show, since NBC News took over production of its news segments in February, delivers more news than any other program on television -- a minimum of 30 minutes daily.

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NBC-New York, 7/31/58



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 hour telecast on New York's "600 Schools," special installation  
 combating the city's juvenile delinquency problem.  
 Recently, "Outlook," NBC News' Sunday feature, has presented  
 a report on the Arizona primary, another interview with President  
 Eisenhower and one with Gulliat deputy-Judge Gulliat (during the  
 French crisis), a discussion of the Italian postwar industrial  
 resurgence, and interviews with two noted educators -- Dr. Robert M.  
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 leaders, Japanese president Gamillo Okamoto, Admiral James Holloway  
 and Ambassador Robert M. A. McCormick -- all key figures in the Middle  
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 production of its news segments in February, delivers more news than  
 any other program on television -- a minimum of 30 minutes daily.



LOOK MAGAZINE ARTICLE GIVES READERS CHANCE TO MATCH  
WITS AGAINST PAST 'TWENTY-ONE' CHAMPIONS

Look Magazine readers will get a chance to match wits against some past "Twenty-One" champions in the issue of the magazine dated Aug. 19.

The article, entitled "Questions Missed on "Twenty-One," asks the reader: "How many can you answer?"

Along with pictures of Charles Van Doren, Elfrida von Nardroff, Harold Craig and other contestants are listed some of the questions which the champs missed on the NBC-TV Network quiz show.

Correct answers are given on another page. The issue appears on newsstands Aug. 5.

The article calls emcee Jack Barry's program "one of television's biggest question-and-answer shows."

(The program is telecast at 9 p.m., EDT, Mondays.)

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CAST AND CREDITS FOR 'THE MAGIC FISHBONE'

Cast, credits and program data for "The Magic Fishbone" on "Shirley Temple's Storybook" (NBC-TV Network, Tuesday, Aug. 19, 8-9 p.m., EDT) are listed in a special yellow-page insert in this mailing.

NBC-New York, 7/31/58



CAST, CREDITS AND PROGRAM DATA FOR "THE MAGIC FISHBONE"  
ON "SHIRLEY TEMPLE'S STORYBOOK" TUESDAY, AUG. 19  
(NBC-TV NETWORK, 8-9 P.M., EDT)

STORYTELLER: Shirley Temple.

STARS: Barry Jones, Estelle Winwood, Leo  
G. Carroll, Lisa Daniels and  
Richard Lupino.

PRODUCTION BY: Henry Jaffe Enterprises, Inc., in  
association with Screen Gems,  
Inc.

PRODUCER: Alvin Cooperman.

DIRECTOR: Oscar Rudolph.

TELEPLAY BY: Margaret Fitts (based on original  
story by Charles Dickens).

ASSOCIATE PRODUCERS: Norman Lessing and Shelly Hull.

EXECUTIVE CONSULTANT: Mitchell Leisen.

THEME SONG BY: Mack David and Jerry Livingston.

MUSIC SUPERVISED AND CONDUCTED BY: Morris Stoloff.

BACKGROUND SCORING BY: Arthur Morton.

PHOTOGRAPHY: Gert Andersen, A.S.C.

ART DIRECTOR: William Flannery.

SUPERVISING EDITOR: Richard Fantl.

FILM EDITOR: Henry Batista.

COSTUME DESIGNER: Gwen Wakeling.

SET DECORATOR: James M. Crowe.

(more)





2 - Credits for 'The Magic Fishbone'

SPONSORS:

John H. Breck Co., Inc.; Hills  
Bros. Coffee, Inc.; and the  
Sealtest Division of National  
Dairy Products Corp.

AGENCY:

N. W. Ayer & Son, Inc.

PROGRAM PREEMPTS  
(this date only):

"The Investigator"

NBC PRESS CONTACTS:

Norm Frisch (Hollywood) Betty  
Lanigan (New York).

CAST

Story Teller.....Shirley Temple  
King Watkins.....Barry Jones  
Fairy Grand Marina.....Estelle Winwood  
Mr. Gingery.....Leo G. Carroll  
Princess Alicia.....Lisa Daniels  
Fishmonger's Boy.....Richard Lupino  
Littlest Prince.....Gary Ven Euer  
Eldest Prince.....Philip Walters  
Second Eldest Prince.....Jimmy Carter  
Second Eldest Princess.....Keva Zajic  
Third Eldest Princess.....Christine Anderson  
Fourth Eldest Princess.....Terry Burnham  
Mr. Pickles.....J. M. Kerrigan  
Mr. Muffins.....Rex Evans

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